The·Northwestern·Miller

Volume 242
Number 8

20c a copy
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May 23,
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ESTABLISHED IN 1873
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Issued by
The Miller Publishing Co.
Executive, Editorial and Publication Offices at
118 So. 6th St., Minneapolis 2, Minn.
Telephone MAin 0575

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TELETYPE CALL NUMBERS: Minneapolis, MP 179; Kansas City, KC 295; Chicago, CG 340; New York, NY 1-2453; Washington, D.C., WA 82.

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But there are dangerous faint hearts in our midst who would still the song that is our salvation. Weak in the battle of progress they would lead us along the paths of "isms" and "plans" and "welfare states"—all innocent-sounding names for Socialism.

There is no real strength, no lasting dignity except that vested in the individual and his complete *freedom* to fight through to triumphs. Call it our American *incentive* system if you will.

If we are too weak to stand on our own legs and fight, then we deserve to suffer the defeats of the weak—the defeats of those other peoples of the world who have listened to the siren songs of the "isms."

Let us be men and women. Let us prove we're still virile enough to withstand a few wounds that we may be rewarded with a lasting freedom.

Under our American system, we at Cargill have greater incentive to do a better job for you. We have the freedom to devise better methods of handling your grain—to develop better seeds for you to plant—to make better feeds for your livestock and poultry.

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Moral—don't be slow with your dough when old man opportunity asks for a one-way ticket to your address! Seriously though, wise investment has been a cornerstone of Commander-Larabee's success in serving America's bakers. Millions of dollars have been invested in laboratories, giant mills and huge storage facilities . . . to assure you of finest flour, precision-milled to high performance standards. There is a Commander-Larabee Flour that will suit your needs . . . try it yourself—you'll see what we mean.

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GENERAL OFFICES | MINNEAPOLIS • 2 • MINNESOTA

USDA Issues New Subsidy Regulation

Kansas Wheat Improvement Field Day Planned

KANSAS CITY—Everyone is invited, Jess Smith, president, Kansas Wheat Improvement Assn., Kansas City, said this week when stating that the annual wheat improvement field day would be held on the association's test plots in Johnson County, Kansas, June 17.

The featured speaker has yet to be announced, Mr. Smith said, but the program at the round-up and wheat demonstrations will be of special interest this year.

The blanket invitation has been extended to all who are interested in wheat improvement work. This includes flour millers, grainmen, farmers, government and college officials and bakers.

Twenty-two varieties and strains of wheat, ranging from primitive wheat grasses to the most modern varieties, will be reviewed at the demonstration.

The review will begin with Old Turkey, the wheat which made Kansas and the Great Plains "The Bread Basket of the World." The next plot is planted with the well-known parent wheat, Tenmarq. Following these will be the children of crosses of these varieties, the Indiana, Pawnee, Comanche and Wichita. Pawnee wheat now occupies more acreage in the country than any other single variety, Cliff Skiver, secretary of the Kansas association, said.

In addition to these, there are several strains bearing number identifications that must prove their merits in hundreds of tests before being given a name. Some promising new soft wheat strains are in the collection, as well.

The test in Johnson County is one of the 91 cooperative wheat tests that Kansas State College is running in conjunction with county agents and farmers throughout the state. They constitute the outdoor laboratories where actual field performance of the new wheats are checked against the proven varieties.

—MORE IN THE STORY OF LIFE—

GRAIN SHIPPERS HOLD ANNUAL GOLF OUTING

MINNEAPOLIS—The Minneapolis Grain Shippers Assn. had a warm, sunny day for its annual golf outing and dinner May 22 at the Edina Country Club. About 160 members and guests were present.

Top golf honors went to Clare J. Blewett, Farmers Union Grain Terminal Assn., who shot a 79. Runners-up were William J. Subak, Russell-Miller Milling Co.; Charles E. Swanson, Cargill, Inc.; Vernon C. Geiger, Russell-Miller; William A. Fredrikson, Johnson-Olson Grain Co.; O. E. Fisher, Cargill, and D. M. Sandberg, Hallet & Carey Co.

David S. Levin, Continental Grain Co., president of the organization, presided at the dinner, and J. A. Bolton, Atwood-Larson Co., president of the Minneapolis Grain Exchange, spoke briefly.

Ron Kennedy, the new secretary of the exchange, passed out the prizes. Vernon Geiger was general chairman in charge of the event.

—MORE IN THE STORY OF LIFE—

CUSHMAN'S REPORTS NET

Cushman's Sons, Inc., has reported net profit of $132,537 for the 16-week period ended April 22, compared with $155,755 for the 16-week period ended April 23, 1949.

NATIONS MAY USE UNFILLED QUOTAS OF OTHER COUNTRIES

Concessions Granted U.S. Exporters of Wheat, Flour Partially Nullified in IWA Deals Involving ECA Funds; Sales Permitted for 1950-51

Monroe Wellerson

HEADS FMEA—Monroe Wellerson, export manager for General Mills, Inc., New York, was elected president of the Flour Millers Export Assn. at the annual meeting of the organization in Chicago recently, succeeding M. F. Mulroy, executive vice president, Russell-Miller Milling Co., Minneapolis.

By JOHN CIFFERLY
Washington Correspondent of The Northwestern Miller

WASHINGTON—Concessions made in the new International Wheat Agreement subsidy regulation by the U.S. Department of Agriculture, although welcome, leave much more to be desired by grain and flour exporters and raise several issues which remain to be settled before business can be transacted under the adjusted regulation.

The new regulation, entitled "Terms and Conditions of Commodity Credit Corp. Wheat and Wheat Flour Export Program," was put into effect May 17. It supersedes the similar regulation in effect since last fall.

Of first importance to the milling industry is the grant of permission in the regulation to importing nations to authorize charges against their import quotas under the pact of sales to other IWA nations which have exhausted their annual quota.

For example, under the USDA ruling Italy, with an unfilled import quota of over 30 million bushels, could accept a charge against that quota and permit a sale of wheat or flour to be made to Portugal and the quantity sold could be shipped directly from the U.S. to Portugal. Similarly, Brazil, with an unfilled import quota, could authorize charges against its quota on grain shipped to Mexico which has currently exhausted its import quota for this year under the wheat agreement.

In some quarters this concession is seen as a partial approval of the principle of general subsidy for wheat and wheat flour exports.

However, this exchange of quotas does not apply to transfers of unfilled quotas to non-IWA nations, which condition qualifies the conclusion regarding the recognition of a general subsidy.

Arrangements of this kind between non-Economic Cooperation Administration nations participating in the wheat pact are comparatively simple, but where ECA financing is involved complications arise and until answered would appear to prevent their accomplishment.

ECA officials explain that it is possible within ECA operations to transfer funds between ECA nations to accommodate exchanges of quotas in the wheat agreement. But there is a question if ECA can legally disburse funds to finance wheat or wheat flour sales over and above the IWA quota, to individual nations since the subsidy is being paid by CCC. CCC is required to go *before* Congress for reimbursement for expenditures of IWA subsidy payments. The ECA budget request is made to Congress on the basis of estimated quantities of wheat or wheat flour for individual nations. It is feared at ECA that any rearrangement of this

(Continued on page 14)

New Rains Interrupt Spring Wheat Seeding; Outlook Better in S.W.

Progress of seeding the spring wheat crop was interrupted during the past week by additional rain, and the amount planted is well below previous expectations, according to the Occident Elevator Division of the Russell-Miller Milling Co.

The percentages of seeding completed are difficult to estimate, the report points out. However, it makes this qualified comment: "In a general way perhaps 75% of the spring wheat is in the ground west of the Missouri River on the Northern Pacific, while east of the river probably not over 30% is in. Further to the north, in the extreme northwestern part of North Dakota, the percentage of completion is very low."

Conditions are better in Montana, and except for the northern border counties seeding is near completion.

Except where conditions are unusually bad, letters indicate full compliance with allotted wheat acreage, the Occident report concludes.

According to the Northern Pacific Railroad report, planted acreage in North Dakota will be well below 1949 and smaller in other parts of the territory as well. Winter wheat in Montana appears in good condition, the report adds.

Meanwhile, observers in the Southwest commented that there is a good possibility that the final winter wheat outturn will be larger than indicated in the May 1 government estimate because of recent improved weather conditions.

According to a report of the Conference for the Prevention of Grain Rust, stem rust on both wheat and oats can now be found only in trace amounts as far north as the Texas-Oklahoma border. However, it is pointed out that an area in northern Mexico and southern Texas will furnish the wind-blown rust spores which may cause rust on susceptible grains in states farther north. Sudden drops of temperature and dry weather halted leaf rust in the Southwest over the winter, the report adds.

On May 22 James E. Bennett & Co. issued a report of observations made on a trip through the Oklahoma-Texas winter wheat territory. The report stated that stands were thin between Oklahoma City, Lawton and Snyder. Yields will vary between 7 and 20 bu. and 70% will average 10-12 bu. an acre. The crop looked good in the Frederick, Okla., area, and yields should run from 18 to 25 bu. an acre.

In Texas around Burnett and Vernon the crop should produce 8 to 15 bu. an acre, it was said, and harvest will begin in about 10 days. North

(Continued on page 14)

Features in This Issue

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Far East Grain Mission Surveys Market for Flour in Thailand ... 42
Grocery Products News ... 18-19
Convention Calendar ... 46
Classified Advertisements ... 40
Editorials ... 25
Flour Markets in Detail ... 2
Canadian European News ... 28-29
A Look Around at the Federation ... 10
Young Millers Report at Federation ... 10
M. F. Mulroy Reviews Export Problems ... 11
Herman Fakler Addresses MNF ... 16

Young Millers Take Optimstic View

4 INDUSTRY LEADERS EXPRESS CONFIDENCE AT MNF MEETING

Speakers Indicate They Are Not Dismayed by Current Conditions in Industry—Wheat Improvement Work by MNF Grain Standards Committee Outlined

CHICAGO—Four young mill executives took optimistic views of the flour milling industry's future in addresses at the Millers National Federation convention last week in Chicago.

Current conditions in the industry do not dismay the younger executives, according to discussions presented by the four men representing the under-40 segment of the industry.

(The principal report of the mid-century MNF convention, held May 15-17, appeared in the May 16 issue of The Northwestern Miller. A general report, including news that the Millers Long Range Program was put on a stand-by basis, appeared on page 9. News of the Flour Millers Export Assn. meeting appeared on page 11. A summary of the MNF report of activities appeared on page 24. The text of an address by John L. Locke, retiring MNF president, appeared on page 36, as did a review of the Wheat Flour Institute program. A report of the dinner honoring Fred J. Lingham was on page 9.

In this week's issue, the text of an address by Herman Fakler, vice president and Washington representative, MNF, appears on page 16.)

Speaking on "The Future of the Milling Business," John Tatam, vice president, International Milling Co., Minneapolis, said that no "Tom" booms in flour sales are in prospect but that with careful management there is a good probability that the industry will do as well in the future as it has in the past 25 years when production was not affected by wars and subsequent heavy export outlets.

Mr. Tatam presented statistics to show that while per capita flour consumption has been on a steady decline for a long time, the total domestic consumption has remained more or less constant at around 200 to 203 million sacks annually. Most of the shrinkage from the wartime peak of over 300 million sacks production in 1947 to 235 million in 1949 has been due to the reduction in overseas outlets, he pointed out.

If present trends in population continue, there will be 180 million people in the U.S. by 1980, Mr. Tatam said, which means that if per capita consumption of flour dropped to as low as 114 lb., the industry could still produce as much domestic flour as it did in 1949.

Better Balance Expected

No new flour mill capacity is expected to be added because of the high cost of construction, said Mr. Tatam, while old plants are continuing to wear out, so that industry capacity might reasonably be expected to balance better with domestic flour requirements.

In discussing the recent low earnings in the industry, Mr. Tatam significantly pointed out that many millers have been overlooking the higher costs of production in their calculations of selling prices.

"When prices of bags or wheat increase or when there is a rise in freight rates, these items are quickly reflected in selling prices, but the tremendous increases in labor costs have not been properly reflected," Mr. Tatam said. "As production has dropped, the costs of producing a hundredweight of flour have increased."

Mr. Tatam concluded that if millers quit thinking and singing the "blues," the industry cannot help but prosper in the years to come. "The future of the milling industry is in the hands of the millers themselves," he said.

(The text of Mr. Tatam's address appears on page 20.)

A. James Sowden, vice president, New Era Milling Co., Arkansas City, Kansas, referred to a recent pessimistic newspaper summary of the state of the flour milling industry and one of similar vein which was raised by an industry authority 23 years ago to show that gloomy feelings have occurred in the industry several times in the past.

Confidence Voiced

"Somehow, despite the prophets of doom, we have continued to progress," Mr. Sowden said. "Please don't censure me for minimizing the threat with which our industry is now faced—it is very real and can become exceedingly grim. After all, just because you men, the present leadership of our individual mills, have survived the evils of past competitive conditions, there is no guarantee that we of the younger generation can successfully dominate the grave situation facing us today. Yet, I am confident we will meet this challenge.

"My deep-rooted faith in our ability to do so stems from two sources: (1) The high caliber (both morally and mentally) of the men traditionally associated with the milling industry; (2) the actual picture of the relationship between our ability to produce and our ability to sell," Mr. Sowden said. Facts to substantiate Mr. Sowden's faith in the future were very ably presented, and he concluded his address with the statement that he was proud "to belong to this ancient and honorable group of hard-hitting, hard-headed perfectionists."

(The text of Mr. Sowden's address appears on page 17.)

R. R. Winters, vice president, Commander-Larabee Milling Co., Minneapolis, told the audience that he shared the optimism of the other young millers, but said that "we should not close our eyes to reality."

Mr. Winters cited the problem of inadequate rates on plants and equipment to cover depreciation and obsolescence. He pointed out that milling technology has gone ahead faster than present rates of depreciation will allow and that cost of replacement has outstripped reserves.

Mr. Winters suggested two steps which might be taken to meet the problem. He proposed appealing to Congress for an upward revision in depreciation rates, joining other industries which are making progress with the Internal Revenue Department and some congressmen. He also suggested that each milling company set up tax-paid reserves at a rate which will compensate for the low rates allowed under the present tax law. Such reserves, he added, should then be reflected in daily cost cards.

(The text of Mr. Winters' address appears on page 20.)

Three Relationships

Rogers C. B. Morton, president, Ballard & Ballard Co., Inc., Louisville, Ky., used three basic factors to illustrate his opinion of continued prosperity in the milling industry—(1) relationship of the industry to its customers; (2) relationship of millers

(Continued on page 11)

Frank J. Allen

HONORED BY MNF—Frank J. Allen, vice president and general manager of the Ray State Milling Co., Winona, Minn., was made an honorary member of the Millers National Federation during the final session of the federation's convention last week. He has been active in affairs of the federation for many years and served as its president from 1935-37. Herbert J. Campbell, legal counsel of the federation for 28 years, was also made an honorary member—the first time a non-miller has been so honored.

A Look Around at the Federation

The week of the federation convention and the latter part of the preceding week brought to Chicago a record concentration of industry representatives primarily concerned with utilization of grain. Executives of most of the principal flour milling companies attended the federation sessions. The American Assn. of Cereal Chemists was meeting at the Sheraton at the same time, and the American Corn Millers Federation convened at the Drake the day after the wheat flour millers were through. Nearly 1,500 feed men were present at the convention of the American Feed Manufacturers Assn. at the Stevens the latter part of the preceding week. Many leading baking company executives were in Chicago on the intervening week end for the cornerstone laying ceremonies for the new building of the American Institute of Baking. To top it all off, the super-market operators were having a big convention and exposition.

Quite a number of allied men tested their stamina by attending the feed manufacturers', flour millers' and corn millers' meetings in succession. W. P. Bomar, Bewley Mills, Fort Worth, and J. C. Mitchell, Tex-O-Kan Flour Mills, Dallas, were present at both the AFMA and MNF conventions. The former showed of what stuff he is made by also taking in the Kentucky Derby on the weekend before coming to Chicago for the feed meeting. . . V. H. Engelhard, Ballard & Ballard Co., Inc., Louisville, is not much of a horse race fan, but he was the only one with a winning ticket in the box his company had on Derby Day for some of the firm's customers who are red hot racing form experts. The reason he won was that he took his teenage daughter's advice, given as he left the house that morning, to bet on Middleground. . . Another early arrival in Chicago was Julio Valdez, export manager for the Midland Flour Milling Co., Kansas City. As a former Democratic National Committeeman for Puerto Rico, he came to Chicago a day early in order to hobnob a bit with friends at the meeting of the Democratic National Committee, held in conjunction with President Truman's visit to the Windy City.

Milton F. Fuller, King Milling Co., Lowell, Mich., introduced his recent bride to his many friends, but an even newer honeymoon was that of Ronnie Steen, son of Mr. and Mrs. Herman Steen. The youngsters had been married only two weeks. He is with the Stratton Grain Co. in Chicago, and his wife worked for the same firm in Milwaukee prior to the marriage. . . Herman Steen entertained his office staff in the Marine dining room on Tuesday evening, but his colleague, Herman Fakler, was the one who danced with all the girls.

Fred L. Lingham, at the dinner in his honor, told his guests that he would not be unoccupied just because he is no longer an active miller. Since childhood his hobby has been working with tools, and he now has in his house an exceptionally well equipped workshop where he can turn out almost any type of wood or metal work. "There is one thing about my hobby that reminds me of the milling business," he said. "I have never made a penny out of it; so, anything I do in the future I will handle just as we millers have done—I will give it away." . . . The quip that drew the biggest laugh at a convention session was sprung by Rogers Morton, Ballard & Ballard Co., Inc., Louisville.

At the start of his address he

said that he noted a headline in the morning newspaper to the effect that Congress was contemplating raising gift taxes. "My reaction was that a lot of my competitors are going to have to pay some awful heavy taxes if that goes through," he said.

Harry A. Bullis, General Mills, Inc., flew back to Minneapolis before the convention was over in order to be present at a dinner honoring the Pillsbury family. . . . Pictures of all former federation presidents were displayed around the registration desk. . . . Mark N. Mennel, Mennel Milling Co., Toledo, was the earliest president of the federation who attended the annual meeting this year. He served from 1914 to 1916. . . . Mr. Lingham was the next earliest, having served in 1918. . . . Then the former presidents' role skipped quite a few years to Frank Allen, Bay State Milling Co., Winona, Minn., who served in the years 1935 to 1937.

As has become a custom, Wallace & Tiernan Co. again passed out carnations for the lapels of those who entered the convention meeting room. . . . Uhlman Grain Co. set up a grain ticker in the hotel lobby for the convenience of those who wanted to keep an eye on futures fluctuations. . . . The millers attending the meeting this year included two men also serving as heads of important grain exchanges. Glenn Hilts, Larabee Flour Mills Co., Kansas City, heads the Kansas City Board of Trade, and L. C. Chase, Flour Mills of America, Inc., and Valier & Spies Milling Company, St. Louis, heads the grain exchange of the latter city, one of the nation's oldest.

Junior members of the federation are assuming an increasingly important part of the convention. In addition to being well represented on the speaking program, about 35 of them met at a special luncheon on May 16. Only millers not yet 40 were eligible to attend. . . . You can always spot Robert M. Pease, vice president of the Colorado Milling & Elevator Co., Denver, in a crowded lobby. He stands about 6 ft. 7 in. and towers over most people. Not so when he is at home. The report is that he has a son an inch or two taller than he is. . . . John L. Locke, Fisher Flouring Mills Co., Seattle, retiring president of the federation, received a gift from the group during his valedictory speech. Harry A. Bullis made the presentation.

Margaret Sowden, wife of A. James Sowden, New Era Milling Co., Arkansas City, Kansas, had an unfortunate encounter with the birds while strolling back to the Edgewater Beach Hotel from church services dressed in her Sunday finery. . . . George Pillsbury of the New York export office of Pillsbury, Inc., calculates that there are 17 children in the fourth living generation of the Pillsbury family, and that if they are all going to be connected with the milling business the Pillsbury company will have to do some more expanding. . . . C. C. Kelly, William Kelly Milling Co., Hutchinson, Kansas, and Mrs. Kelly were attending their first convention in two years and telling friends about the new house they are building on their farm six miles from Hutchinson. . . . E. H. Leonard, Preston-Shaffer Milling Co., Walla Walla, Wash., celebrated his 77th birthday on May 16 during the convention. . . . For whatever it may presage, Howard Files, the federation's new president, returned to Minneapolis and started serving on a committee to enlarge the Sunday school building at his church.

M. F. Mulroy Points Out Problems in Efforts to Increase Exports

EDITOR'S NOTE: The accompanying article is the text of an address by M. F. Mulroy May 14 at the annual meeting of the Flour Millers Export Assn. in Chicago. Mr. Mulroy, executive vice president, Russell-Miller Milling Co., Minneapolis, is retiring president of the association.

M. F. Mulroy

CHICAGO—The Flour Millers Export Assn. has not been able to accomplish very much the past year. Whenever a business, industry or any part of a business or industry receives a setback, there is the danger of an inferiority complex developing that will not help recovery. Minor difficulties are magnified to an extent that tends to give major importance to every little problem. An inferiority complex usually results in blaming someone else for our own shortcomings, instead of examining our own operations to see if we are contributing to what we are calling "bad conditions" in the industry.

We are approaching a new year and it may be helpful to take a look at what has happened and where we now find ourselves. A record of production for export and domestic use is interesting:

	Export	Domestic	Total
Average:			
1935-37	[illegible]	[illegible]	[illegible]
1947	[illegible]	[illegible]	[illegible]
1949	[illegible]	[illegible]	[illegible]

Percentage-wise this checks out as follows:

	Export	Domestic	Total
1935-37	[illegible]	[illegible]	
1947	27.3	[illegible]	
1949	13.7	[illegible]	
Decrease from			
1947	[illegible]	[illegible]	[illegible]

There can easily be a drop from 32.2 to 10 million and that would cut production to about 215 million or much less than the 19 million per month that seems to be the present level. When the level of production was down to 193.2 million in the '30's, we talked about the fine conditions that would prevail if we could increase our export business to get production back to over 200 million and now we are having a bad time with production at 235 million and a very definite drop in sight.

The reason for all of this difficulty is directly due to the expansion of production to supply the war demand. The last 10% of production is usually the governing factor in the prosperity of the industry.

Production for domestic consumption will probably level off at not less than 205 million sacks and to maintain 19 million sacks production per month we will have to export at least 23 million sacks per year. Twenty million sacks of our present export are financed by U.S. funds, and we can look for a decrease when we no longer supply the money. The decrease from 32 million sacks will probably not take place this coming year, but I strongly predict that we will have a lot more difficulty exporting 200 million bushels of wheat next year in the form of wheat and flour than we have had in trying to export 350 million bushels this year.

Maintain Exports

The question is, what can you exporters do about all this? You can help to solve the major problem in the industry by helping to maintain our total export volume. It has been very unfortunate that the bad price situation has encouraged the cutting of corners on quality in many export markets. Most of this is due to the higher price of our wheat compared to world prices. No country or no importer will pay higher prices for our flour than the price of flour made from Canadian Class 2 wheat. This is the price that prevails in countries outside of the countries that subscribed to the International Wheat Agreement.

In order to sell even the countries that we finance, we have to give them flour from the cheapest wheat mix we can put together so that the comparison with the price they are quoted from Canada is not too unfavorable. Subsidies for IWA countries have been held so low that we have to cut all of the corners in order to get any consideration, and then we have been losing ground.

Statistics for exports to foreign countries are very difficult to secure. A check on the business in Cuba from Canadian statistics indicates that Canadian mills shipped 8.9% of the flour to Cuba in the crop year 1948-49. In the eight months of the wheat agreement from August, 1949, through March, 1950, inclusive, the Canadian mills shipped 27.3% of the flour going into Cuba. Our information is that similar gains are being made by Canadian mills in most Latin American countries.

Our Department of Agriculture denied this, and it is difficult to get this information on imports into most countries. In the countries where we have developed an export business, we have better representation than any other exporting country, and we are not holding our own due to an unrealistic subsidy policy.

Statement of Policy

I would like to see our exporters recommend to the association and the federation a definite policy on the handling of our exports. That statement of policy would cover:

1. The promotion of subsidy rates that will enable us to compete with world prices in all markets, with proper consideration for quality differentials based on what importers will pay for our flour compared to the price of flour made from No. 1

(Continued on page 34)

Rogers C. B. Morton Discusses Millers' 3 Basic Relationships

CHICAGO—Rogers C. B. Morton, president, Ballard & Ballard Co., Louisville, discussed three relationships—to customers, to "ourselves" and to the nation—in addressing the Millers National Federation convention last week. The text of his address follows:

When I got here I sweated out the first day of this convention and said, "I believe I will go home and take a gourd and go out on the farm and fill it up with Old Forrester and get back in the bushes that I have on the back side of our place and forget that I ever was exposed to that group of guys up there, because until I got here I thought things were going pretty darn well." That just shows you how a little knowledge is an awful bad thing.

I notice, too, in the headlines of the Chicago *Journal of Commerce*, four copies of which were put under my door—I guess they thought I wrapped my shoes up with them—that they were going to raise gift taxes. Well, boy, if they raise the gift tax, a lot of my competitors are going to pay one tremendous tax.

Of course, I suppose I have the prerogative, having been asked to appear here, to have some opinions. Probably I don't know. I have star-viewed our business in three climatic atmospheres. I think we have three conditions that we have to consider before making any decisions or before making any plans. They are the three real basic relationships that we have. The atmosphere in those relationships must be good.

The first one is, I think, our relationship to our customers. The second is our relationship to ourselves, individually, as an individual group or to our organization, or what have you; a milling unit. The third is our relationship to the country. The atmosphere, obviously, in that third relationship must be right, or we cannot survive, regardless of our efforts or regardless of our individual accomplishments. As an industry, we will go down.

Let us consider those three basic relationships: To customers, to ourselves, and then, broadly, our relationships to the country.

Relationships to Customers

First, in our relationship to our customers, we have got to recognize the following:

We have got to recognize the fact that the buying habits of Mrs. America today are somewhat different than they were last year, and they are going to be somewhat different next year than they are this year. That is the progress of our whole merchandising industry.

I was so much in the blues yester-

TEXAS TOPPER—Howard W. Files has always been the best dressed miller below his neck, W. P. Bomar, Bewley Mills, Fort Worth, told the board of directors of the Millers National Federation. And to make him the best dressed above his neck, Mr. Bomar, left, presented the new president of the federation with a Texas hat. The crowning took place at the recent convention of the organization in Chicago.

day, from listening to everybody here tell how bad the milling business was, that I went down to the Super Market convention. I spent a good time there. I had the opportunity of going through and visiting the booths of manufacturers who are our competitors—Armour, Swift, Libby McNeill and all the frozen food companies and everybody else that is competing for the food dollar. You ought to have seen what they had there. True, some of our larger companies were represented there and were certainly equally represented with any others. But I was amazed at the progress that was made in packaging, in presentation of food products that you and I know are cutting into the consumption of wheat flour. Are they doing a better job than we are? Shall we sit back and say that because those who are primarily in the bakery milling business and I realize that most of you are because there is someone between us and the consumer, that we have no responsibility to carry our product all the way to the table or home? Is that somebody else? Are we going to let George do that? Well, if we do let George do that, probably it is not going to be done. Canned fruits, more attractive lights, new sliced cheese, everything you can think of, is going to be out in the No. 1 position and we are going to be behind the eight-ball, content simply with the consumption of flour that comes to us by accident.

I think we can get behind and sell, sell, sell, sell.

I am an optimist. And while we think that we should be optimistic, and I am optimistic, I cannot forget our consumer or customer relationship. When flour gets in a baker's shop, it has still got to be sold again, and unless we encourage in every way better merchandising, better display, new articles and diversification that catches the wish that is wanted by the American housewife, we won't be doing our job.

So this customer relationship has got to be one that is constantly in our minds. The atmosphere must be good. We have to carry on research. The south, for instance, doesn't want corn pone and gravy any more. They are not content just to eat in the same old way. They have got to have new products that give greater convenience.

There have been some large manufacturers' items that have been made out of the products from the soybean. I wonder if we have done as well in wheat research as our brothers have done in research connected with the soybean. You can make good whiskey out of wheat, I know. We had to do it during the war.

We must carry our research along. We are the principal processors of wheat and therefore it is our responsibility to study and study and produce.

Relationship to Ourselves

Our second relationship is to ourselves. You know, I have got a competitor in this business that is a great personal friend of mine. Just so he doesn't think we are ganging up, I am going to refer to him, let us say, as Mr. Goldberry. That is a good name. I am going to tell you a little story about him. He is quite a big shot in his community. He thinks in terms of bigness. He loves to hunt big game. If some of you have heard this story, bear with me.

He goes to Africa occasionally, and on this particular occasion he went with all the fanfare that can be surrounded with a safari—gun-bearers, guides, camp men, cooks and everything else. It was in a new territory that had not been hunted by the white man for a long time. He had thousands of dollars of Abercrombie & Fitch equipment.

Rogers C. B. Morton

Every night, after he moved his camp to a new location and got settled down, he would take his rifle and without guides or gun-bearers take off from the camp and shoot small game and practice with his rifle. He considered himself the best shot in America. He was very prone to tell you he was.

On this particular evening, he had shot all the cartridges in his gun but one, and he was strolling and whistling along the road or on the trail, and he came up to a ledge and a vicious tiger jumped off that ledge and barely skimmed over his head. He turned and tried to shoot the tiger as it went through the air, and missed. And actually it was only by the skin of his teeth that he was able to get away with his life.

That night he got back to the camp and lay in his bunk, quite disturbed. He said, "Tomorrow I will practice with the rifle." So he got the gun-bearers and guides and the cooks and everybody to throw targets for him all day long—tin cans, matches and everything else. He finally got so proficient that he could even light a match stuck in the side of a tree from 25 ft. He decided then that he was again the best shot in the world and that the miss that he had had the day before, with the tiger, was just purely an accident; one of those bad breaks. So he dismissed the servants and said, "Go back to the camp. I will take my usual walk." And very confidently he walked through the woods and he came over a little rise. He looked down into a lovely green valley, and guess what he saw. He saw the tiger, practicing short jumps.

That is what the tiger is doing all the time—practicing short jumps.

Our tool is manpower—the only thing we have, whether we mill 100 barrels a day or 100,000 barrels. It doesn't make any difference. The cry for pensions, the cry for welfare is here. Some of it is justified; some of it is not. As millers and as leaders and as a part of business we cannot turn our back on this cry. We must solve the problem, for my money. We must work into our own organization a program affecting all echelons of activity. We must revive the spirit in our companies and in our men. We must develop in them the will to produce, the dominant thing that pushes this country forward and has won a free American country. That is what we must do in our own companies, big or small.

We must consider our people for they are our only tool. Our mills mean nothing without manpower. And men without spirit are worse than none at all.

So it is up to us to beat the government to the men and not sell ourselves down the river by turning our back on our responsibility; to build up within our own organizations that spirit. And that is done with leadership. It is done with consideration and it is done with hard work. There is no substitute for it. A small company can afford a pension plan just as easy as a big one can. In some cases it is cheaper. We must study the plans that are available. We must provide in some measure that security that is being cried for throughout the nation.

Our relationship to the nation—for my money, this country is in bad shape as far as its government leadership is concerned. We heard it from just every place, that some of our policies are at cross with the policies of the Department of Agriculture. We heard that we do not always get the kind of cooperation we think we deserve from Washington. Whose fault is that? Is that Harry Truman's fault? No, it is not Harry Truman. There are a lot of doorbells in this country and we have got to start ringing them. We have got to get into politics, and I don't mean maybe. If business turns its back on government and sits in clubrooms throughout the nation and complains bitterly—complains about the welfare state, about Socialism, about the gripping paralysis of Communism, over crystal clear highball glasses and over the putting greens on the golf courses, we deserve just exactly what we are going to get.

I, for one, think this country has been aroused. I, for one, am willing to contribute my time and energy, and I think you are too, to go up into our wards and precincts and elect good men, men who understand and know business, men who realize that business is the all-important and essential factor of a free country.

If we take that attitude, I believe that the future of the milling business is assured.

FIRST NEW CROP WHEAT MARKETED IN TEXAS

FORT WORTH—A 50-bu. load of new wheat was marketed at Olney, Texas, in Young County May 16, about a week earlier than the first load there last year. It tested 60 lb. with moisture over 15%. Yield of about 15 bu. an acre was indicated. Olney is about 100 miles west of Fort Worth, and the first wheat in the nation is usually produced in this locality or in extreme southern Oklahoma. Harvesting is expected to be general in that whole area May 25 to June 1 if weather permits.

MIDLAND FLOUR MOVES ITS SALES DEPARTMENT

KANSAS CITY—The sales department of the Midland Flour Milling Co., which has been occupying temporary quarters for the past year in the Pickwick Bldg. in downtown Kansas City moved to new offices on the mill property in North Kansas City May 20. The new offices which are completely modern and air conditioned are on the second floor of a warehouse building which is a recent addition on the north side of the mill.

Coincidently with the move, the company has announced that a new telephone number and company address will be in effect. The new number is NOrclay 4900, and the address 1725 Armour Road, North Kansas City 16, Mo.

G. R. LANDSKOV JOINS H. V. NOOTBAAR & CO.

PASADENA—H. V. Nootbaar & Co., grain and feed concentrate broker, announces the association of G. R. Landskov with the firm. The company maintains its home office in Pasadena and a branch office at Oakland, Cal.

Mr. Landskov, a graduate of the University of Minnesota, is well known in the grain business throughout the West, formerly having been associated with Cargill, Inc., and the Quaker Oats Co. in California. He will work with the flour and feed trades in Arizona and California.

GOVERNMENT, INDUSTRY REACH AGREEMENT IN STORAGE TALKS

Differences Regarding Terms of Uniform Storage Agreement Settled—CCC Board of Directors Expected to Approve Compromise Language

WASHINGTON — Differences regarding terms of the Uniform Storage Agreement were settled this week after discussions between a top level committee of the grain storage industry and officials of the U.S. Department of Agriculture.

The approved language regarding commingling of Commodity Credit Corp.-owned grain by warehousemen rejects the maintenance of country run quality at general warehouse rates and in general terms permits the normal practice of commingling the same grades of grain within tolerances allowed in government grain standards.

Transfer Charge Raised

In addition, USDA officials went one step further and granted a concession to the warehousemen concerning the direct transfer charge which had been tentatively set at 1¼¢ bu. USDA offered to increase this charge to 1½¢. It was also intimated that there might be some adjustment in the rate on storage of flax, but there was no final answer on this phase of the agreement at the session held here May 22.

The compromise language which was concurred in by parties to the conference and which follows the present proposed language of Section II B is as follows: "It being specifically understood and agreed, however, that this provision shall not be construed as permitting the warehouseman to deliberately take advantage of the tolerances allowed under the U.S. Grain Standards Act or to depart from ethical warehousing practices."

Representing the warehousing industry were Jack Berry, Farmers Union Grain Terminal Assn.; Carl C. Farrington, Archer-Daniels-Midland Co., Minneapolis; William Lathrop, Burrus Elevator Co.; Walter McCarthy, Duluth; Robert C. Woodworth, Cargill, Inc., Minneapolis; James Mullin, Minneapolis, Leval & Co., Inc.; Aksel Nielsen, Westcentral Cooperative Grain Co., Omaha; G. E. Sanford, Continental Grain Co., Portland; Frank A. Theis, Simons-Shields-Theis Grain Co., Kansas City, and W. H. McDonald, Norris Grain Co., Chicago.

Hudtloff Praised

The warehousemen spoke highly of the painstaking efforts of Col. Martin J. Hudtloff, director of the Production and Marketing Administration storage and transportation branch, to bring the divergent points of view into agreement. Representing the government at the session were Ralph S. Trigg, PMA director; William McArthur, associate director of PMA grain branch, and Frank Woolley, associate PMA director.

USDA officials assured the warehousemen that the language concurred in here this week will be accepted by the CCC board of directors and that this meeting concludes the discussion of the agreement for this year.

Subsidy Rates Under Wheat Agreement

(In cents per bushel)

	East Coast	West Coast**	Gulf*	Gulf	Gulf
May 15—					
May	116	117	42	42	42
June			34	34	34
July	116	116	33	33	33
May 17—					
May 1:					
June 15	114	118	42	42	42
June 15:					
July 31			33	33	33
July	112	116			
May 19—					
May 1:					
June 15	112	116	42	42	42
June 15:					
July 31			33	33	33
July	112	116			
May 19—					
May 1:					
June 15	114	116	42	42	42
June 15:					
July 31			33	33	33
July	112	116			
May 22—					
May 1:					
June 15	114	116	33	33	33
June 15:					
July 31			34	33	33
July	112	116			

Delivery periods for flour are 15 days beyond date specified except that no delivery period extends beyond July 31.

*Gulf to all of Europe, Mediterranean, Middle East, all of Africa and adjacent islands.

*Gulf to Far East and adjacent areas.

*Gulf to Latin America, West Indies and Mexico.

(May 1 to June 15, July 1 to 31.

(May 1 to July 31, July 16 to 31.

**Rates applicable 1950 crop wheat or flour from California ports is 20¢.

Soft Wheat Millers to Hear Report on Promotion Plan

ROANOKE, VA.—A presentation of the Grocery Products Sales Council plan for increasing family flour sales will be one of the highlights of the National Soft Wheat Millers Assn. meeting to be held May 25-26 at the Hotel Roanoke.

Harley B. Hobbs, Cruttenden & Eger advertising agency, Chicago, will bring millers up to date on the "Home Baking Center" idea and means of stepping up family flour sales. At an association meeting in Louisville last January, Mr. Hobbs made the original presentation.

Suggestions for improvement of the promotion are expected to be outlined, and millers will learn first hand what must be done to maintain family flour distribution and gain greater confidence of the housewife, association officials pointed out. The Home Baking Centers called for in the plan are special retail store displays of flour and related items.

New Officers

Mr. Hobbs' presentation will be made May 25 after the introduction of new officers elected at the annual directors' meeting in Chicago last week.

W. F. McRae, vice president, Iglehart Bros., Inc., Evansville, Ind., will take office as president. The new vice president is M. A. Briggs, president, Austin-Heaton Co., Durham, N.C. Re-elected were Paul M. Marshall, vice president and secretary, and M. W. Fuhrer, Fuhrer-Ford Milling Co., Mt. Vernon, Ind., treasurer.

The new executive committee, which is authorized to act between meetings for the association, consists of Mr. McRae, Mr. Briggs, O. B. Jones, Rapidan, Va.; Emmett Loy, Brookville, Ohio, and F. A. Yost, Hopkinsville, Ky.

The afternoon of May 25 will be left free for golf and informal entertainment. A dinner and dance are planned for the evening.

The program May 26 calls for discussions and a review of industry problems. Speakers will include Herman Steen, executive vice president of the Millers National Federation, Mr. McRae, Mr. Briggs and Mr. Marshall.

CENTRAL FEED GROUP SET FOR JUNE 5-6 CONVENTION

MILWAUKEE — More than 1,700 midwestern feed men are expected to attend the 25th annual convention of the Central Retail Feed Assn. June 5-6 at the Hotel Schroeder in Milwaukee.

Dr. Edwin G. Nourse, former chief economic advisor to President Truman, and U. S. Sen. Alexander Wiley of Wisconsin will be among the featured speakers at the silver anniversary meeting of the association.

Donald F. Crane, E. J. Crane & Sons, Chippewa Falls, Wis., president of the group, has announced details of the two-day program, which will include a showing of the American Feed Manufacturers Assn. movie, "The Growth of a Nation." Walter C. Berger, AFMA president, will offer comments on the film.

WARD DIVIDENDS

NEW YORK—Directors of Ward Baking Co. have declared the regular quarterly dividend of 1⅝% ($1.37½ a share) on the outstanding 5½% cumulative preferred stock of the company, and also a quarterly dividend of 25¢ a share on the outstanding common stock of the company. Both dividends are payable on July 1 to holders of record June 16.

FLOUR DISTRIBUTORS MEET — The accompanying illustrations show members of the National Association of Flour Distributors at the recent annual meeting of that organization in Boston: (1) Mr. and Mrs. Harry W. Larsen, Habel, Armbruster & Larsen Co., Chicago, retiring president of the flour distributors, at the cocktail party. (2) W. F. Tanner, Tanner-Evans-Sinry Corp., New York; H. N. Bernheimer, Philadelphia; James R. Affleck, William Penn Flour Co., Philadelphia, and Ellis R. Blumberg, H. N. Bernheimer, Philadelphia. (3) Mrs. J. A. Zimmerman; Willis W. White, International Milling Co., Boston; Walter E. Sando, Sando, Taylor & Wood Co., Boston; Mrs. Willis W. White; Julius A. Zimmerman, Cahokia Flour Co., St. Louis, new association president, and R. E. Bemmels, Bemmels-Vaughan, Chicago. (4) Mr. and Mrs. Walter J. Stockman, Raymond F. Kilthan, New York, president of the New York Association of Flour Distributors. (5) Walter E. Sando, Sando, Taylor & Wood Co., Boston, with R. E. Bemmels. (6) Mrs. White, Mr. Bemmels and Mr. White at the cocktail party. (7) Mr. and Mrs. Zimmerman at the banquet. (8) J. Ross Myers, Jr., J. Ross Myers & Son, Baltimore, with Mr. Bemmels. (9) Mr. and Mrs. Stockman; Charles C. Chinski, Chinski Trading Corp., New York, and Mrs. Chinski at the banquet. (10) Mr. and Mrs. Willis W. White, International Milling Co., Boston, with Mr. Bemmels, at the cocktail party.

FLOUR BUYERS INDIFFERENT TO PURCHASES BEYOND NEARBY

Sales Continue Slow for Mills in Major Producing Areas; Higher Price Quotations Reduce Interest; Export Trade Dull

Only limited new flour sales are reported this week, with totals of mills in principal milling centers averaging about the same as the previous week. In the Northwest a slight gain was registered over the preceding period, while in the Southwest a sizable decline occurred. Purchases were limited to small lots for nearby shipment, with buyers reluctant to book future needs at the higher quotations prevailing for later delivery. A decline in the millfeed market contributed to the stronger flour price quotations. Once again mills are low on order backlogs, approaching the position that prevailed before the recent two-week buying spurt. Many buyers now are awaiting the movement of winter wheat to market for a guide to future wheat and flour price levels.

EXPORT MARKETS CONTINUE DULL

Export flour sales again were very slow. Importers in The Netherlands were asking for quotations on all grades of flour for shipment in June and July, but no business was reported as a result of the negotiations. Additional lots of flour were sold in the Latin America to Cuba and Puerto Rico. Jamaica was in the market for 40,000 sacks of 1% ash flour over the week-end. The U.S. Department of Agriculture during the week issued the terms and conditions governing sales of flour under the International Wheat Agreement, announcing at the same time that no sales which are to be paid for with Economic Cooperation Administration funds may be made after June 30. It was announced that Germany now is a participant in the IWA.

LIMITED DEMAND NOTED IN NORTHWEST

Spring wheat mills' sales averaged 46.6% of capacity last week, compared with 41% the previous week and 67% in the corresponding week a year ago. As prices advanced up to 15¢ sack toward the end of the week, interest cooled further. Buyers took carlots occasionally, with only an infrequent sale of 10,000 sacks reported. Although some baking establishments booked at least part of June requirements on the most recent buying spurt two weeks ago, most of them have yet to fill their needs for all of that month. Family flour business was slow, although prices were reduced 10¢ sack May 18. Production declined somewhat at Minneapolis but picked up slightly over the entire Northwest area.

SOUTHWESTERN SALES SHOW DECLINE

Sales in the Southwest averaged 33% of six-day capacity last week, compared with 46% the previous week and 42% a year ago. Purchases were in small quantities, single cars in most cases.

Detailed reports of sales activity in the principal flour markets in the U. S. will be found on page 37.

With most May requirements booked and buyers reluctant to contract for June needs, sales continued to suffer from lagging interest. Sharp discounts for deferred millfeed are keeping future flour prices above the May basis, along with firm new crop wheat futures. Buyers last week sought early shipment, which resulted in an average of five days production for Kansas City mills. Unfilled order balances are down to about 20 days, about the same as a year ago, and little improvement is expected before June.

ACTIVITY LIMITED IN EASTERN MARKETS

Flour business was light in the metropolitan New York area, sales being confined to occasional cars for nearby shipment. With lower prices on immediate and nearby sales, buyers preferred to stay within those time limits. Also holding down activity were larger stocks, resulting from increased shipping directions during the railroad strike.

Activity at Boston continued light, with slight inquiry during the railroad strike apparently being short-lived. The trade, resisting prices, appeared ready to enter the market only for immediate needs. Hand-to-mouth buying prevailed at Pittsburgh, where buyers continued to limit commitments to immediate or prompt shipments and 30-day deliveries. Buyers apparently preferred to see prices on new crop offerings before making any large commitments.

CENTRAL STATES BUSINESS LIGHT

Buying interest was slack at Chicago, and sales were light, the small volume being mostly for prompt shipment. Directions were fair to good. Family flour sales also were light and in small lots, with a price-decline failing to stimulate interest. Deliveries were fair. At St. Louis new business and shipping directions were reported light, with buyers believed holding back while awaiting the new wheat crop. Other central states mills noted a decline in business which was attributed to buyers having covered May needs and mills asking more for June shipment.

SALES VOLUME DECLINES IN SOUTH

Activity in the South was light, and a further drop in sales volume was reported at New Orleans. Inquiries for new crop prices increased, but interest slacked off again with quotations slightly higher than the previous week's prices for prompt and May shipment. Sales of northern springs increased slightly, but easier prices failed to stimulate sales of soft winters. Shipping directions dropped after settlement of the railroad strike. Export business showed no improvement.

PACIFIC NORTHWEST TRADE REMAINS SLOW

At Portland, one fair-sized lot was worked to the Philippines, but generally export business was light. Domestic business remained spotty. Domestic buyers at Seattle failed to purchase beyond nearby needs and even those bookings were limited. In the export trade, mills still find it almost impossible to compete. Operations are consequently slow.

FLOUR PRODUCTION SHOWS INCREASE

Flour production shows an increase of 57,310 sacks from the preceding week. Output of the mills reporting to The Northwestern Miller, representing 69.8% of the total flour production in the U.S. during November, the latest month for which census figures are available, amounted to 2,989,221 sacks compared with 2,931,911 in the previous week and 3,020,641 in the corresponding week of a year ago. Two years ago the figure was 3,755,327 and three years ago 3,858,683 sacks. There was an increase of 14,000 sacks in the Northwest, 13,000 in the Southwest, 21,000 in Buffalo and 12,000 in the North Pacific Coast while production decreased 2,000 sacks in the Central and Southeast.

Semolina Sales Continue Slow; Only Fill-in Supplies Purchased

Sales of semolina and durum granulars remain slow. Manufacturers of macaroni and noodle products are following a hand-to-mouth buying policy, purchasing supplies only for fill-in purposes.

Macaroni production, it is pointed out, is light since demand usually is off somewhat at this time of the year.

Some pick-up in semolina business is expected in June, however, and an increase in durum products output was noted last week. For nine mills reporting to The Northwestern Miller, production last week was 66% of capacity. During the previous week, the output of 11 mills was 55%.

Durum wheat prices rose 1¢ May 22, and the premium for fancy milling quality wheat was 14¢ over the July future. The trading basis has been changed from the May to the July future. A week earlier the premium was 6@8¢ over the May future.

Meanwhile, with millfeed prices dropping, semolina prices have risen. The quotation for standard semolina May 22 was $5.60@5.75 sack, bulk, Minneapolis, compared with $5.50@5.70 a week earlier.

The durum wheat crop picture remained rather discouraging, with planting very late and a possible reduction in acreage.

Durum wheat prices delivered at Minneapolis, May 20, were as follows:

[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]
[illegible]	[illegible]

DURUM PRODUCTS OUTPUT

[illegible]

	No. mills	6-day wk. capacity	Wkly production	% of capacity
May [illegible]	9	[illegible]	[illegible]	[illegible]
Prev. week	11	[illegible]	*[illegible]	[illegible]
Year ago	12	[illegible]	[illegible]	[illegible]

	Crop year production
July 1, [illegible]-May [illegible], [illegible]	[illegible]
July 1, [illegible]-May [illegible], [illegible]	[illegible]

*Revised.

MILLFEED VALUES DECLINE SHARPLY

Moderate Recovery Follows Drop of $3@7.50 Ton; Bran Makes Greatest Decline

Millfeed values are sharply lower, with bran declining $7.50 ton and other types off $3@4 ton for the week. The market firmed early this week, and there were some indications that a steady level may be maintained if any buying develops. Supplies are not large, although interest now is governed by the improvement in pastures in the Northwest.

The first general decline in formula feed prices in many weeks occurred in the Southwest this week, and the situation was accompanied by some decrease in demand.

The index of wholesale feedstuffs prices for the country as a whole, compiled by the Production and Marketing Administration, stood at 247 as of May 16, up 1½ points for the week. The feed grain index was 210.6, up 1 point from the previous week.

Business in all types of formulas has been good for several months in this area, and many manufacturers have been experiencing new highs in volume of sales. But a sharp drop in in millfeed prices and slightly easier tendencies in some other ingredients, primarily feed grains, have caused some customers to back away from new purchases.

Some mixers report that the first decline in buying interest was noticed at the dock, where sales have been unusually slow several days this week. Carlot bookings, however, continue to be fairly substantial, and current operations are scheduled to continue at or very near capacity.

Formula feed sales continue in good volume in the Northwest, although some manufacturers noted a decline in demand when ingredient prices began to slip. The tendency of dealers under these circumstances is to delay buying awhile to see if further price reductions are likely.

Dairy feed sales continue at about the same level as in recent weeks for most mills, although one concern said that the approach of pasture feeding already has cut down volume of this type of feed. Others anticipate this within a week or two.

Up until the recent minor slump, hog feed sales continued to gain and turkey and chicken feed volume remained up to the levels reached in the past few weeks. Turkey growers are reported to be having some difficulty in caring for their flocks in areas that have been flooded recently. Birds have had to be confined in close quarters, causing some to go off feed.

Millfeed production by mills in the Northwest, the Southwest and at Buffalo, representing 73% of the combined flour milling capacities of those areas amounted to 45,099 tons last week, according to figures compiled by The Northwestern Miller. Production for the current week compares with an output of 44,409 tons in the week previous and 44,159 tons in a similar period a year ago. Crop year production to date totals 2,290,922 tons as compared with 2,484,980 tons in the corresponding period a year ago.

New Crop Wheat Futures Register Further Declines

Improved Prospects for Wheat Production Reflected in Values; Minneapolis May Firm

Wheat prices are mostly lower this week, continuing the downward thrust on new crop deliveries which got under way last week. Except for Minneapolis December, all new crop contracts show declines, the result of improved crop conditions in both the spring and winter wheat growing areas. Final trading in May futures May 22 resulted in sharp declines at Chicago and Kansas City as heavy long liquidation set in. At Minneapolis the May future expired on a firm note, winding up slightly above the level of the previous week. Confidence grew during the week that the winter wheat harvest would be larger than the May 1 estimate, and generally favorable weather in the Northwest enabled rapid planting of spring wheat. Observers commented that there would likely be ample supplies of old wheat on hand up to the time the new harvest movement starts.

Markets strengthened moderately during one period last week on a Washington report that the government would pay for storage in the 1950 loan program. However, the report was not officially confirmed.

Closing prices of wheat futures at leading markets May 22 were: Chicago — May $2.28⅝ @ 2.29, July $2.14½@2.14⅝, September $2.14⅝, December $2.17¼@2.17⅜; Minneapolis—May $2.34⅛, July $2.29⅝, September $2.22¼, December $2.19½; Kansas City — May $2.19½, July $2.10, September $2.11, December $2.12⅛.

Seeding Progress Good

Spring wheat seeding made good progress with much of the early seeded grain up to good stands. Seeding is about one half completed in Montana and has begun in drier areas of North Dakota. Seeding made good progress in Minnesota, except in the flooded areas and was in full swing in South Dakota. In Canada farmers have indicated their planting intentions at 27.2 million acres this season, compared with 27.5 last year and 1940-49 average of 23.6 million acres. Intended seedings in the prairie provinces are placed at 26.1 million acres. Supplies of old wheat remaining for export or carry-over May 1, in the principal exporting countries are estimated a little over 850 million bushels or more than 100 million bushels above a year ago. Of this quantity, about 490 million bushels are in the U.S., 170 million in Canada, 78 million bushels in Argentina and 111 million bushels in Australia.

Marketings of wheat fell off slightly during the week, and arrivals in the primary markets totaled about 4¾ million bushels. The first car of new winter wheat from the current season's crop was reported marketed in Texas during the week. Demand, particularly for export, continued slow, while mills purchased supplies only as needed. The U.S. Department of Agriculture confirmed sales of of wheat and flour during the week ending May 16, equivalent to 1,875,000 bushels of wheat under the International Wheat Agreement. The CCC announced that effective May 17, sales could be made against 1950-51 wheat agreement quotas which are the same as for 1949-50. U.S. sales against the 1949-50 quotas now total nearly 109 million bushels which would leave a balance of about 60 million bushels, not including 66 million bushels which may now be shipped to Germany.

Receipts Fairly Good

Receipts of spring wheat were of moderately good volume for this time of the year, running around 1,000 cars each at Minneapolis and Duluth. Heavy receipts the fore part of the week gave way to a much lighter movement during the close, and premiums strengthened with the smaller offerings. Trading basis was based on the July and ordinary No. 1 DNS wheat was quoted at 6@7¢ over the July price. Twelve percent protein was quoted 6@8¢ over, 13% protein 7@10¢, 14% protein 11@14¢, 15% protein 16@20¢ and 16% protein 20@24¢ over July. Average protein content of the hard red spring wheat tested at Minneapolis during the week was 13.60% and the durum 12.71%.

The following table shows the approximate range of cash spring wheat values at Minneapolis, May 20:

For Dry Sound Wheat

1 DNS or NS 13 lb.	[illegible]
12.00% Protein	[illegible]
13.00% Protein	[illegible]
14.00% Protein	[illegible]
15.00% Protein	[illegible]
16.00% Protein	[illegible]

1¢ Premium for Heavy

Grade Discounts

Test weight—1¢ each lb. to 58 lb.
Damage—1¢ each 1 to 3% over 1%.

K.C. Receipts Increase

Heavier receipts, due in part to clearance of some old crop supplies out of interior elevators, reached Kansas City this week, and this plus the nearing of new crop harvesting sent wheat values sharply lower May 22. On that day the May future was closed out at $2.19½, the lowest level for the future in nearly two months. This compares with the high of $2.28⅝ scored a week earlier. Over the week-end premiums were down ½-1½¢, so the decline in cash wheat for the week ranged 5⅛@8⅝¢. Ordinary premiums for No. 1 dark and hard winter closed May 22 at 2@2½¢ over, 12% protein was down to 2@4¢ over and 13% protein 2@7¢ over. In the southernmost part of the wheat belt, harvest is expected to begin in about 10 days, but the first cars of new wheat should not be arriving in this market for at least two or three weeks.

The following table shows the approximate range of cash wheat prices at Kansas City, May 20, protein content considered:

No. 1 Dark and Hard	[illegible]
No. 2 Dark and Hard	[illegible]
No. 3 Dark and Hard	[illegible]
No. 4 Dark and Hard	[illegible]
No. 1 Red	[illegible]
No. 2 Red	[illegible]
No. 3 Red	[illegible]
No. 4 Red	[illegible]

At Ft. Worth ordinary No. 1 hard winter wheat was reported selling May 22 at $2.39@2.40, delivered Texas common points, with no protein premium. Demand is very poor, with trading at a standstill because of the nearness of the new crop and uncertainty about values.

There was some call for spot wheat by feed manufacturers in the Pacific Northwest toward the close of the week as a rail strike threatened and they wanted to get feed in and out of their plants at terminals. But the strike was called off May 19. Otherwise, there is little call for wheat. One lot of 1,800 tons of hard winters Credit Corp. to the trade have been was sold to Norway the middle of the week. Demand from the U.K. and Belgium has been nil. Exporters have taken some space for June for parcels, but there has been no active buying, and it is presumed that these parcels will be filled with wheat on hand. Mill requirements are extremely limited, both for their export and domestic flours. Sales by Commodity very nominal. Movement on wheat out of first hands virtually at a standstill because of lack of markets.

Good growing weather has set in and crops are expected to produce a normal yield. But acreage is down sharply. Nevertheless, there will be more than enough wheat to take care of both export and domestic business, according to views expressed in the grain trade.

CURRENT FLOUR PRODUCTION

★ ★ ★ ★ ★

A Statistical Service Provided Continuously for Readers of The Northwestern Miller for More Than Half a Century

WEEKLY FLOUR PRODUCTION, IN SACKS (CWT.)

Flour production in principal manufacturing areas by mills reporting currently to The Northwestern Miller, with relationships of production to capacity and to the total estimated output of all mills in the U.S. expressed in percentages:

	May 14-20, 1950	*Previous week	May 15-21, 1949	May 16-22, 1948	May 18-24, 1947
Northwest	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Southwest	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Buffalo	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Central and Southeast	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
North Pacific Coast	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Totals	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Percentage of total U.S. output	[illegible]	[illegible]	71	76	87

*Revised.

	Percentage of capacity operated in 5-day week: May 14-20, 1950	Previous week	May 15-21, 1949	May 16-22, 1948	May 18-24, 1947	Crop year flour production July 1 to: May 20, 1950	May 21, 1949
Northwest	64	67	58	75	82	[illegible]	[illegible]
Southwest	71	74	69	67	91	[illegible]	[illegible]
Buffalo	83	78	76	79	83	[illegible]	[illegible]
Central and S. E.	62	61	67	77	68	[illegible]	[illegible]
No. Pacific Coast	69	67	72	82	116	[illegible]	[illegible]
Totals	68	69	61	66	90	[illegible]	[illegible]

SOUTHWEST

Kansas City

	5-day week capacity	Flour output	% activity
May 14-20	[illegible]	[illegible]	78
Previous week	[illegible]	[illegible]	67
Year ago	[illegible]	[illegible]	67
Two years ago	[illegible]	[illegible]	81
Five-year average			72
Ten-year average			70

Wichita

	5-day week capacity	Flour output	% activity
May 14-20	[illegible]	[illegible]	61
Previous week	[illegible]	[illegible]	64
Year ago	[illegible]	[illegible]	58
Two years ago	[illegible]	[illegible]	98
Five-year average			69
Ten-year average			66

Salina

	5-day week capacity	Flour output	% activity
May 14-20	[illegible]	[illegible]	83
Previous week	[illegible]	[illegible]	81
Year ago	[illegible]	[illegible]	77
Two years ago	[illegible]	[illegible]	83
Five-year average			81
Ten-year average			81

35 Representative Mills Outside of Kansas City, Wichita and Salina

	5-day week capacity	Flour output	% activity
May 14-20	[illegible]	[illegible]	63
Previous week	[illegible]	[illegible]	71
Year ago	[illegible]	[illegible]	79
Two years ago	[illegible]	[illegible]	84
Five-year average			84
Ten-year average			76

CENTRAL AND SOUTHEASTERN

Mills in Illinois, Ohio, Michigan, Indiana, Kentucky, North Carolina, Tennessee, Virginia, Georgia and eastern Missouri:

	5-day week capacity	Flour output	% activity
May 14-20	[illegible]	[illegible]	62
Previous week	[illegible]	[illegible]	63
Year ago	[illegible]	[illegible]	67
Two years ago	[illegible]	[illegible]	77
Five-year average			73
Ten-year average			69

*Revised.

NORTHWEST

Minneapolis

	5-day week capacity	Flour output	% activity
May 14-20	[illegible]	[illegible]	73
Previous week	[illegible]	[illegible]	79
Year ago	[illegible]	[illegible]	52
Two years ago	[illegible]	[illegible]	63
Five-year average			69
Ten-year average			63

*Revised.

Principal interior mills in Minnesota, including Duluth, St. Paul, North Dakota, Montana and Iowa:

	5-day week capacity	Flour output	% activity
May 14-20	[illegible]	[illegible]	64
Previous week	[illegible]	[illegible]	61
Year ago	[illegible]	[illegible]	61
Two years ago	[illegible]	[illegible]	71
Five-year average			61
Ten-year average			54

*Revised.

BUFFALO

	5-day week capacity	Flour output	% activity
May 14-20	[illegible]	[illegible]	83
Previous week	[illegible]	[illegible]	78
Year ago	[illegible]	[illegible]	76
Two years ago	[illegible]	[illegible]	79
Five-year average			76
Ten-year average			74

*Revised.

PACIFIC COAST

Principal mills on the North Pacific Coast:

Seattle, Tacoma and Interior Washington Mills

	5-day week capacity	Flour output	% activity
May 14-20	[illegible]	[illegible]	60
Previous week	[illegible]	[illegible]	62
Year ago	[illegible]	[illegible]	79
Two years ago	[illegible]	[illegible]	102
Five-year average			74
Ten-year average			70

*Revised.

Portland and Interior Oregon Mills

	5-day week capacity	Flour output	% activity
May 14-20	[illegible]	[illegible]	66
Previous week	[illegible]	[illegible]	48
Year ago	[illegible]	[illegible]	61
Two years ago	[illegible]	[illegible]	74
Five-year average			78
Ten-year average			74

MILLFEED OUTPUT

Production of millfeeds, in tons, for the current and prior two weeks, together with season total of (1) principal mills of Nebraska, Kansas and Oklahoma and the cities of Kansas City and St. Joseph; (2) principal mills of Minnesota, Iowa, North and South Dakota and Montana, including Minneapolis, St. Paul and Duluth-Superior; (3) mills of Buffalo, N.Y. Production computed on the basis of 72% flour extraction:

	Southwest*: Weekly production	Southwest*: Crop year to date	Northwest*: Weekly production	Northwest*: Crop year to date	Buffalo†: Weekly production	Buffalo†: Crop year to date	Combined**: Weekly production	Combined**: Crop yr. to date
May 14-20	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Previous week	[illegible]		[illegible]		[illegible]		[illegible]	
Two weeks ago	[illegible]		[illegible]		[illegible]		[illegible]	
1949	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
1948	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
1947	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
1946††	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Five-yr. average	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

*Principal mills. **75% of total capacity. †All mills. ††80% extraction basis effective March 1 to Sept. 1, 1946 (33 lb. millfeed accepted as yield of 100 lb. flour). ‡Revised.

Crop News

(Continued from page 8)

from Vernon through the counties of Harmon, Greer, Beckham and Ellis the crop did not look much better than 8 bu. an acre. In the Perryton, Texas, area the greenbugs have already harvested the crop, the report concluded.

Early Wheat Up

Early sown spring wheat in the Pacific Northwest is up to good even stands and color, according to the Preston-Shaffer Milling Co.'s weekly letter. Winter wheat on the other hand, comprising about four fifths of the combined acreage, is highly variable, ranging from uneven to excellent stands within a local section. Some early sown winter wheat in the lower elevation districts is knee high and in the boot stage.

The May 1 estimate for the region was off about 9% from the estimate of a month earlier, apparently reflecting growers' disappointment in the absence of growing weather and a late season. Above normal temperatures within the past two weeks has rapidly advanced growth and moisture conditions are favorable, the letter adds.

State Reports Summarized

The following paragraphs summarize weekly state-federal crop reports for important wheat-producing areas:

Montana: Weather conditions for crop planting and vegetative growth improved considerably. Except for local areas with excessive moisture, field work was very active. Plant growth was stimulated by warm temperatures, and landscapes greened rapidly. Tillage equipment and grain drills were found moving in most Montana fields during the last part of the week. Planting accelerated rapidly as the soils dried sufficiently for working. Approximately 50% of the spring wheat had been planted, 40% of the barley was in and about 42% of the oats was sown. Planting in the eastern third of the state was not as active as elsewhere because of excessive moisture from winter snow cover and the snow and rain early in May. With two more weeks of warm, dry weather the spring grain planting operations should be virtually completed.

North Dakota: The season continues from three to five weeks late. More favorable weather during the past week cleared most fields of snow and started drying exposed fields. Field work got under way in the better drained areas, but for the state as a whole progress was slow. With continued good drying weather, a rapid acceleration of field operations can be expected. Flood conditions still prevail in the central and northeastern counties, and while the water is receding slowly, it is likely that considerable land along the Red River will not dry in time for planting this season. Seeding of wheat has not been started as yet in many counties of the state, but in the more favored localities up to 50% of this crop is in. Only five counties have more than 5% of the total wheat acreage seeded. Usually wheat seeding is completed by May 10.

Minnesota: Weather conditions during the past week were the most favorable for the season thus far. The rainfall was very light and fields in southern counties are drying rapidly. Flood waters are receding in the lower Red River of the north valley and in northeastern counties, but the Mississippi River from Aitkin to north of the Twin Cities is rising and the highest river stage of record for Aitkin was reached. Soil conditions improved permitting the near completion of grain seeding in the southern one-third of the state. Early sown grain is up and with favorable weather will make rapid progress. Grain seeding is about 50% complete on light soil in east central counties whereas in west central areas only a limited amount of field work has been done due to wet soil conditions. In the north, soil conditions remained very wet and one to two weeks of favorable weather will be needed before grain seeding can be started. In the important Red River Valley, soil conditions range from very wet in the south to flooded land in the extreme north.

South Dakota: Spring seeding is in full swing throughout central and northern areas. Small grain seeding in southern counties was completed except for a few poorly drained fields and other scattered operations. Most northern counties reported from 20 to 60% of the intended acreage seeded. Early seeded small grain was up in many southeastern areas. Central counties reported early seedings just emerging. Warm sunny weather since Friday has permitted rapid growth and development of crops and continued field work.

Soils were generally in excellent working condition, and spring plowing was being resumed. Subsoil moisture reserves are fair to good in most counties.

Kansas: Wheat has headed or is heading in most counties in the southern half of Kansas and has reached the boot stage in the north. Development has been favored by rains in recent days. The southwestern corner remains very dry and must have additional moisture if the acreage remaining for harvest is to head and fill properly.

Oklahoma: Heavy rains fell over most of the state a week ago. The moisture improved the wheat condition, and in the southwestern section of the state early varieties of wheat are in the dough stage and heads are showing good fill. Harvest is expected to begin by the last of May in Tillman County. Many fields where greenbug and drouth damage was not too severe show good prospects at present. Some badly damaged fields in the panhandle were being pastured or were plowed up.

Nebraska: Winter wheat made excellent progress in Nebraska. Rains have caused very good condition in the eastern two-thirds of the state. In the remainder of the state moisture was not heavy enough to carry the crop through but was sufficient for immediate purposes. Greenbugs were present in the southwestern counties and some south central counties.

Texas: Wheat was heading in the northern High Plains, and early fields were starting to ripen in the Low Rolling Plains. Harvest is expected to get under way about May 25 in the Seymour-Wichita Falls area. More wheat was plowed up in the usually important High Plains region, and prospects continued dim for the small acreage remaining for harvest in that area.

CHARLES L. WIRTH, HEAD OF RED STAR YEAST, DIES

MILWAUKEE—Charles L. Wirth, 51, president of the Red Star Yeast & Products Co. here, died May 21 following a heart attack at his home. He became ill several hours before while playing golf at Oconomowoc Country Club.

Mr. Wirth had been head of the firm, co-founded by his father, the late Leopole Wirth, since 1937.

Mr. Wirth had been a member of the American Institute of Baking, American Bakers Foundation, the Bakers Club of Chicago, and a trustee of the Nutrition Foundation, Inc. A member of the fair trade practices committee of the Federal Trade Commission, Mr. Wirth during the war was a member of the War Production Board's advisory committee for industry. He was cited for meritorious service by the U.S. Quartermaster subsistence and research development laboratories.

He was a member of the Wisconsin, Rotary and Oconomowoc Country clubs. He is survived by his widow, Gladice, and his mother, Mrs. Rose B. Wirth.

GMI BUYS 14-ACRE SITE FOR ELEVATOR LOCATION

LOUISVILLE, KY.—General Mills, Inc., has purchased a 14-acre building site here for the possible location of a grain elevator. Company officials said that no definite plans have yet been made regarding construction of an elevator, however.

The Relationship Between Business and Government

By Herman Fakler

Vice President and Washington Representative
Millers National Federation

EDITOR'S NOTE: The accompanying article on the trend of relationships in business and government is the essential text of an address by Mr. Fakler before the recent convention of the Millers National Federation in Chicago.

THE subject assigned to me is a big order. However, it is a challenging assignment and I accept it willingly, in the hope that out of my experience and observation in Washington I can bring you something that is worthwhile and constructive.

However, I must begin on a pessimistic note. The relationship between business and government has not been good. It is equally clear to me that unless something is done about it the trend will not get better and more than likely will get worse.

In order to evaluate this trend it is necessary to review and analyze some of the factors involved.

In a certain sense, we are spectators at a parade. We view current events as they occur from day to day as units in this parade. As they pass before us, these current events make an impression . . . some good . . . some bad. But, in judging these current events we are likely to overlook where the parade came from, and where it is likely to go.

There is nothing new or novel in this idea. But I think it is sometimes helpful to reconsider what has happened in other parades . . . to determine where they came from . . . and where they went.

Permit me to go back into history briefly to see if we can find a parallel.

The armies of the Pharaohs were motivated to battle by the conquest for wealth . . . wealth needed to support the demands of an ever expanding government.

At its pinnacle of power, Thebes was the capital of Egypt. Its population numbered more than a million.

Thebes was more important to the ancient world than Paris, or London, or Washington are to the modern world. It was, in fact, the capital of all the then known civilization. The homes of the wealthy were equipped with toilets . . . with seats of ebony . . . and hot and cold running water was conveyed to the bath in pipes of gold. It was an era of sumptuous luxury.

Herman Fakler

But, we read, the Pharaohs were dissatisfied with it as an abode.

Their unhappiness did not stem from the discomforts of life.

The Pharaohs were unhappy because they were not their own masters.

Amon was the great god of Egypt. Even though the Pharaohs were born in Amon's own likeness, it was the priests of Amon who ran the Pharaohs.

The priests educated the scribes, and the scribes were necessary for all business transactions. And, the scribes . . . who were to Egypt what some observers believe the Bureaucrats are to Washington . . . proved most faithful in seeing that the priests received their due reward. For with the support of the priests, the scribes richly increased their power and influence.

Take for instance the cabinet of the Pharaohs. They were powerful men in their day. Their titles included:

Inspector of Horns, Hoofs and Feathers.

Chief Hair-maker of Pharaoh.

Privy Councilor of the Kings' Stomacher.

President of the Secrets of Morning Apartment.

(Continued on page 31)

A. James Sowden Discusses Need for Boosting Flour Use

A. James Sowden

CHICAGO — A. James Sowden, vice president and treasurer, New Era Milling Co., Arkansas City, Kansas, discussed the relationship between ability to produce and ability to sell and cited the need for increasing flour consumption when he addressed the Millers National Federation last week. The text of his address follows:

I want to quote two short statements of the condition of our industry which you have all heard many times, although perhaps in different form: "Flour grinding clan shrinks as demand for product takes tumble—candidate for the title of today's least merry businessman, the flour miller.

"A fading American appetite for bread doesn't help matters. It points to a trend of falling per capita flour consumption that has long caused anxiety among millers. The Millers National Federation lists over 100 mills—each with capacities over 400 sacks daily—which were going full blast three years ago and are now out of business. These statistics have tightened the noose around the neck of many a miller."

The second statement follows: "The milling industry today is intensely competitive and by reason of this and other conditions and complications, those engaged in it are finding it increasingly difficult to make headway toward prosperity. The specter of ultimate forced retirement from the field in obedience to the ruthless laws of survival of those industrially most fit probably haunts many a modern miller heroically struggling against adverse circumstances."

"Now," the outsider may well ask, "why should any man, and particularly a young man, voluntarily plunge himself into such an abysmal method of earning his living? What chances of success does he have with such a black picture as painted in the above two quotations?"

Well, as many of you have no doubt already suspicioned, a part of the solution to the question can be found in the dates of issue on the above two statements. The first you have already recognized as a quote from an article in the Wall Street Journal of March 31, 1950. The second is part of an address before this very convention just 25 years ago by William C. Edgar of The Northwestern Miller. Yes, this same hue and cry has dominated the thinking of our industry several times and for quite lengthy periods during this era. Further, many of you old-timers assure me it was equally as vociferous after the last war and even before that; so that goes back over 30 years. Somehow, despite the prophets of doom, we have continued to progress and none of you here today look too undernourished.

Please don't censure me for minimizing the threat with which our industry is now faced; it is very real and can become exceedingly grim. After all, just because you men, the present leadership of our individual mills, have survived the evils so clearly outlined by Mr. Edgar, there is no guaranty that we of the younger generation can successfully dominate this grave situation facing us today. Yet I am confident we will meet this challenge—our deep-rooted faith in our ability to do so stems from two sources.

First comes the high caliber—both morally and mentally—of the men traditionally associated with the milling industry. Second, the actual picture of the relationship between our ability to produce and our ability to sell which we shall consider briefly later.

You have seen a display of federation past presidents, and I dare say there aren't many of you older members who can scan those pictures without some pretty sentimental recollections of the majority of these men. Several years ago at a regional gathering of millers, the buyer of one of our larger bakeries paid you a rather singular tribute; yes, all of you.

He said, in substance, "Few industries employ men of as high moral caliber as the milling and grain trades. Bakery supplies include many items most of which require formal, signed purchase orders before delivery. Flour, however, is one of the few commodities usually purchased by phone with complete confidence that all confirmations will be identical to the verbal understanding at the time of purchase."

How is it that our group, traditionally happy if our net profits reach 1% to 2% of their sales (this year we'll all probably be thankful if the figures are only black instead of red) continues to encourage and attract capable young men in the face of competition from other industries displaying profits amounting to 5, 6, 10% and even more of sales? Since our profits are less attractive than those of other fields, your integrity must be at least one source of this magnetism. Factual evidence supports the compliment so you may accept it gracefully.

Profit Opportunity

Obviously we aren't going to continue in business too long simply for the thrill of snatching it from one another, although it does look at times as though that were our only motivating force. A reasonable chance for profit must appear in the future picture, however, and a little reflection on the following figures should sustain our belief in the truth of such a statement.

Our total production last year had shrunk to about 235 million sacks,

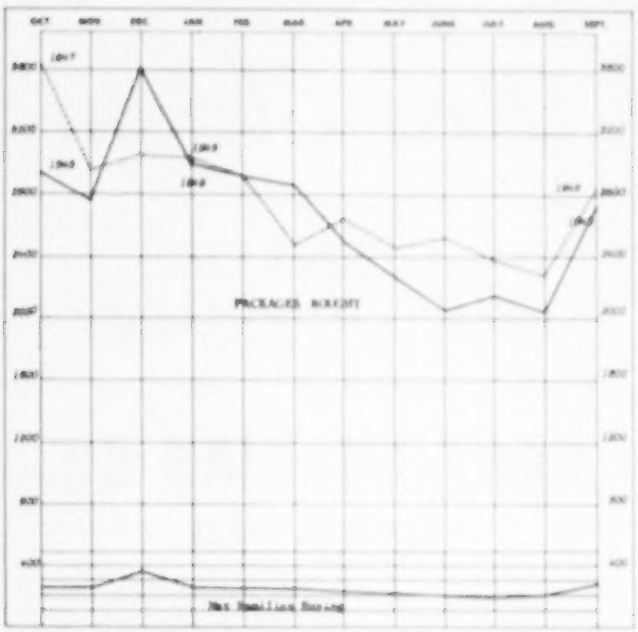
(Continued on page 31)

Gladiola
and
Red Elefant
FLOURS OF
EXCELLENT QUALITY
FANT MILLING CO.
SHERMAN, TEXAS

ROBIN'S
BEST
FLOUR
The ROBINSON
MILLING COMPANY
SALINA, KANSAS

140 YEARS OF MILLING EXPERIENCE
PLUS MODERN LABORATORY CONTROL
ASSURES THE BAKER EXCELLENT RESULTS WITH:
HUMMER—Spring Hi-Gluten
LIBERTY—Short Spring Patent
BEST PATENT—Standard Spring Patent
LOTUS—Strong Spring Patent
STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White · Medium · Dark
GEORGE URBAN MILLING CO. BUFFALO N. Y.

GROCERY PRODUCTS NEWS



ALL-PURPOSE FLOUR SALES TREND—The above graph shows monthly all-purpose flour purchases by members of the Cleveland Consumer Panel of 500 families. As indicated here, the study sponsored by the Cleveland Press showed purchases were the largest during fall and winter months. The figures are in pounds. The lower part of the illustration shows the net numbers of families buying flour.

Study Shows Monthly Trends in Purchases of Flour, Mixes

CLEVELAND — Indications that family flour is purchased most heavily during fall and winter months are found in a Cleveland study showing monthly trends in sales of grocery products.

The Cleveland Consumer Panel study is conducted by the Bureau of Business Research of Cleveland College of Western Reserve University and is sponsored by the Cleveland Press. The panel consists of 500 typical Cuyahoga County families which record purchases of various merchandise.

The latest report, the second, includes basic data for the 12 months ending Sept. 30, 1949.

For the year October, 1948-September, 1949, December was the top month for all-purpose flour purchases, with 3,612½ lb. being bought by members of the panel, the report published by the Press showed. During the previous year, as shown in the accompanying illustration, October led.

Generally, purchases of all-purpose flour were larger in the fall and winter and began tapering off in the spring. After reaching lows during the summer, they rose in September.

For example, the latest figures showed monthly purchases dipping below 2,800 lb. only once in the period of October-March, while in June and August, the monthly totals were not far above 2,000 lb.

The total for the 12 months was 31,858½ lb., and the monthly average was 2,655 lb.

The trend in net families buying was similar to that for purchases in pounds. The net number of families buying was largest for December, with a figure of 357. The average was 239.

Another part of the report, indicating where the flour was purchased, showed that corporate chains led other stores with a percentage of 66.

In addition to general monthly trends, the report gives figures for various brands.

For pancake flour, January was the high month in purchases by panel members with a total of 153 packages. October was second with 143 and February third with 136. Months in which the totals were below 100 were May-August. The monthly average was 109 packages.

Cleveland Consumer Panel figures for various prepared mixes include the following information:

Biscuit mix—February had by far the largest monthly total, 88. Other months with purchases of more than 50 packages were November, January, March, May, June and September. The average was 53.

Pie crust mix—As with all-purpose flour, there was a fairly definite trend toward more purchases during fall and winter months. November was high with 187 packages bought. December showed a total of 178 and October a total of 163. June was low with a figure of 77. Average was 134. During the previous 12-month period, November, December and January were high, with totals even larger than in any month during the most recently reported year.

Cake mix—September purchases were largest, showing a total of 239 packages. March and April followed, each with 197. January was low with 89 packages. Generally totals were larger than in corresponding months during the previous year.

Hot roll mix—The high month was March, with a total of 63 packages. Smallest totals were in June-August.

DRIVE TO EXEMPT FOOD FROM N.Y. TAX PLANNED

NEW YORK—A campaign to exempt food from New York City's gross business tax is being mapped by the Greater New York Retail Grocers Conference.

Belief that the gross business tax law was not originally intended to include food items has been expressed by Arthur Laufer, attorney for the group, who pointed out that the city sales tax specifically excludes foods.

Although the city's gross business tax of 0.2% "is seemingly small, actually it is multiplied four or five times by the time foods reach the retail level," Mr. Laufer said. "Inasmuch as these taxes must be passed along to the consumer, elimination of the tax would result in a net saving to the consumer's food bill of more than 1%."

Plans Set for 51st NARGUS Meeting

CHICAGO—Some 12,000 of the nation's food retailers are scheduled to gather in Chicago next month for the 51st annual convention of the National Association of Retail Grocers.

The convention, with its program of panel discussions, speeches, demonstrations and exhibits, will be held June 4-8 at Chicago's Navy Pier.

Headline speaker this year will be Harold E. Stassen, president of the University of Pennsylvania, former Minnesota governor and a 1948 candidate for the Republican nomination for president. Mr. Stassen, recognized as an outstanding speaker on national and international affairs, will be introduced by his brother, Elmer Stassen, South St. Paul, Minn., retailer and past president of the St. Paul Retail Grocers Assn.

Other speakers include Henry J. Taylor, radio news commentator who will discuss "Our Future Around the World," and Arthur C. Nielsen, market research leader, who will speak on "Grocery Store Marketing—1950."

C. C. Precure, Britton, Okla., NARGUS president, will open the meeting June 4, and sessions will end at noon June 8.

Industry leaders will speak or preside over panel discussions on such subjects as food store expansion, productive advertising and food store operating costs. Retailers themselves will participate in the panels.

Along the aisles of the half-mile long Navy Pier will be displayed food and grocery products and grocery store fixtures.

VIRGINIA MEETING PLANNED

ROANOKE, VA.—The Virginia Independent Food Dealers Assn. has scheduled its 1950 convention for Oct. 15-17. The meeting will be held at the Hotel Roanoke in Roanoke.

Continued Teamwork in Food Industry Needed, Willis Says

CHICAGO — The great progress which the food industry has made in recent years can be maintained if manufacturers and distributors continue to operate as a team in the creation of the "most efficient and effective methods of supplying groceries to the American people," Paul S. Willis, president of Grocery Manufacturers of America, Inc., said recently.

Addressing a luncheon meeting at the 13th annual convention of Super Market Institute in the Hotel Stevens last week, Mr. Willis said that aggressive advertising by both manufacturers and distributors has helped to make the American people more food-conscious than ever before.

"This greater appreciation and consumption of food by the American people can be maintained and increased through the continuous good teamwork between manufacturers and distributors," he said. "This should be our common goal, for the more food people eat, the greater is the outlet, and we can only have a strong nation if we have strong, well-fed people."

Brand Popularity High

The speaker pointed particularly to the fact that advertised brands of food and grocery products now "enjoy an all-time high in consumer popularity." He attributed this to three factors: consumers learned to appreciate the value and dependability of the well-known brands when preferred brands were unavailable due to war shortages, manufacturers of these products have done an effective sales promotion job, and dis-

tributors have made them so attractively available at point-of-sale.

"I am sure that the present high consumer preference for the well-known brands will be maintained so long as the manufacturers, among other things, continue offering their quality products at reasonable prices," Mr. Willis continued.

Opposes More Controls

In calling for good teamwork between manufacturers and distributors, Mr. Willis also took exception to those within the industry who seek legislative control of marketing practices.

"In connection with good teamwork," he said, "let us remind ourselves of the fact that the best results will come through complete understanding of each other's problems and that when any differences arise, we should sit around the table and talk things over.

"The reason for bringing this up is that every so often people in this industry will propose legislative measures designed to place restrictions against certain practices or operations legitimately engaged in by others in this industry. For example, we now hear about plans to introduce bills for the purpose of outlawing promotions, such as coupons and premiums. These are perfectly legitimate promotions; they are great business stimulators; and the American people like them. If there are any abuses in connection with these promotions, let's adjust them, but not outlaw the practice.

"In my opinion, we now have adequate regulatory laws to prevent unfair discriminations and to assure equal opportunity for all . . .

"If we want to keep free enterprise, then let's all of us fight to retain our freedoms and not prevail upon government to legislate more restrictions."

—BREAD IS THE STAFF OF LIFE—

Hits Efforts to Change Robinson-Patman Act

LITTLE ROCK, ARK. — Persons who complain of difficulty with the Robinson-Patman Act are those "who are trying to get around the act" and "would be willing to destroy the protection that the act affords to independent business," Harold O. Smith, executive vice president of the U.S. Wholesale Grocers Assn., declared recently.

Addressing the annual meeting of the Arkansas Wholesale Grocers Assn., Mr. Smith charged that some legislation being offered, including a measure to "open up" the brokerage clause of the Robinson-Patman Act, would drastically hurt independent business.

"The wholesaler is proud of his heritage, which is based on a vigorous, dynamic system of free enterprise," Mr. Smith said. "He seeks no special favors. He stands fast on the principle of fair competition. The buying public and manufacturers would be the ultimate losers and pay the piper if the anti-trust laws are undermined and we go back to the days when price was based on coercive buying ability."

He also charged that the federal government is fostering cooperatives, giving them tax exemptions and other special advantages not permitted to their independent business competitors.

Mr. Smith urged wholesalers to support their state and national organizations in furthering the aims of the independent food trade.

The Flour Distributor's Viewpoint . . . by Wayne G. Martin, Jr.

ONE of the outstanding impressions gained at the recent annual convention of the National Association of Flour Distributors in Boston, was the similarity of problems faced by flour men in all sections of the country. Whether representatives were heard from Boston, New York, Chicago, St. Louis or other markets, basically they all brought forth the same problems.

Some of these difficulties, such as trucking, sanitation and sales activities, can be solved by local opinion. Others, dealing with national activities, can only be approached through committees properly established to cope with those affairs. And for still others, such as direct mill competition, there is no solution whatever except through individual initiative.

However, it is always good for flour distributors, as for any other group of businessmen, to study their problems together and exchange experiences. Only through that means can knowledge be disseminated throughout an industry. From that standpoint alone, the recent convention of the national flour distributors' organization was most successful.

PROPOSED ADVERTISING—As a part of its undertaking to create closer cooperation between wholesale and retail grocers, the National Association of Retail Grocers has suggested that wholesale operators sponsor a national advertising campaign which would be paid for by the retailers.

For years flour jobbers and other wholesale food distributors have been notoriously weak in their approach to consumers. Little or no advertising has been done, and, what is worse, neither group has attempted to describe its services in the economical distribution of flour and other food products.

There have, of course, been exceptions, but they have been in the great minority. It is true that the average retail grocer is not equipped to direct any type of a national advertising campaign, and yet he would gain much from it. Wholesale food distributors should be in a much better position to guide an undertaking of this kind.

It is encouraging to note that the National Association of Retail Grocers recognizes its financial responsibility in a cooperative effort of this kind and is merely asking for guidance and sponsorship from the wholesale suppliers. Certainly the latter cannot afford to reject an offer of this kind, and we hope that something definite will be done about it in the very near future.

LOBBY INVESTIGATION—We have no criticism whatever of the government's desire to know who is and who is not carrying on lobbying activities. As the government itself has stated, there is no harm in these activities, provided they are carried on in the open. It is a part of the American way of life and frequently provides congressmen with much needed information.

However, we could not help but be a little amused recently when the National Association of Flour Distributors received a questionnaire as to its activities in this respect. The inquiry from the investigating committee was, of course, entirely proper. But our amusement was caused when we remembered that the total annual income of that organization is somewhat less than $600, that it has no paid employees and no paid office space and that it is operated in its limited way entirely by volunteers.

Our own opinion is that flour distributors would be much better off if they had a more efficient organization with a paid staff devoting its entire time to the problems of the trade and possibly registered as having a paid lobbyist. However, flour distributors have never seen their way clear to financing any such activities. We presume they will have to continue along the same lines indefinitely. But one can't do much lobbying on less than $600 annually.

—BREAD IS THE STAFF OF LIFE—

Substantial Increase Shown in Advertising by Food Retailers

CHICAGO—Retail food store advertising of the type distributed to consumers through various methods increased from 32% from 1946 to 1949, the A. C. Nielsen Co. reports.

In 1946, 22% of all retail food stores did consumer advertising, according to the market research organization's report, while in 1949 the percentage of stores was 29. This represents a gain of 32% in the three-year period.

"Millions of dollars are spent by manufacturers each year in an effort to sell or create desire for their products," the Nielsen company points out. "The extent to which this is accomplished is particularly important in the case of customers who shop in self-service outlets since the merchandise must be pre-sold or must sell itself without the benefit of personal selling by a clerk."

The report goes on to show the extent to which various types of retailers are supplementing the manufacturer's efforts in selling merchandise and attracting customers to their stores. The figures include newspaper advertising, community magazine advertising, hand bills distributed to the home, counter throw-aways and similar types of advertising designed to reach the consumer in the home, as compared with attention-arresting material seen only at the store.

Nielsen notes, in particular, that the number of large independent stores advertising increased from 47% of the total in 1946 to 67% in 1949, for a 43% gain. While the number of small independents doing some form of consumer advertising more than doubled—going from 3% to 7%—a relatively small portion of the retailers in this group are using advertising to attract customers.

The percentage of corporate chains doing consumer advertising increased from 79% in 1946 to 92% in 1949—which represents a gain of 16%.

For medium-size independents the gain was 35%. Twenty-seven percent of such stores did consumer advertising in 1949, compared with 20% in 1946.

The increased efforts to attract business through retailer advertising appear to be quite general, Nielsen points out. The report shows that retail food store advertising has gained in all of the various city-size classifications.

NEW MUFFIN MIX — Kitchen Art Foods, Inc., Chicago, is producing Py-O-My Blueberry Muffin Mix, which includes a vacuum-packed can of blueberries and a set of paper baking cups as well as a sealed bag of muffin mix. The company says that, so far as it knows, this is the only muffin mix which includes a can of blueberries in the package. Water and one egg are added in making the muffins and the berries are ready to fold in the batter, the company says.

GROCERS PLAN CAMPAIGN TO GET OUT THE VOTE

CHICAGO — A nationwide campaign to get out the vote of every qualified American citizen will be undertaken by the country's independent retail grocers under leadership of the National Association of Retail Grocers, it is announced by C. C. Precure, president.

The campaign is to be undertaken as the most effective means of "defending our priceless heritage of liberty against serious threats from within," Mr. Precure said.

As outlined by the NARGUS board, it will be launched in full force in the early autumn and will reach its climax at the November elections. Special materials are being prepared for display in retail food stores and for distribution to all those who shop in those stores.

A resolution, citing the fact that the vote is not only the greatest defense against the "forces of slavery and oppression" but is the solemn obligation of each citizen which "must be fully discharged if this nation is to remain strong and free," urges voting in both primaries and general elections.

John Tatam Sees Improvement in Flour Mill Business Volume

CHICAGO—John Tatam, vice president and sales manager, International Milling Co., Minneapolis, analyzed the current milling situation, noting factors to be considered in foreseeing the future, in an address before the Millers National Federation last week. The text of his address follows.

Most of us are not very well satisfied with the figure that appears in the lower right-hand corner of our profit and loss statement. Now, why is that? Why have earnings in the milling business been unsatisfactory and what can we expect out of the milling business? What can we reasonably expect as we look ahead to the future? Can we expect what promotion men now call a Toni, which is a term they use to express any business that skyrockets to millions, like the home permanent waving business did.

Sure we had a lot of things to complain about. The profits were not so good. But, yet, on the whole, they were quite satisfactory. And as we look around our group today, we can see quite a few men who have accumulated rather substantial means in the milling business during these 25 years. A great number of us have made much better than an average living out of the business and probably every one of us has made a very decent sort of a living.

Now, can we do as well in the future as we have done in the last 25 years? First of all, let us take a look at production. Let us look at our production figures as brought out here. We produced last year 235 million sacks, and 32 million of that went for export. All right, let us have a look at the past. Let us take 1925. In 1925 we had 203 million, and 30, so we did 233 million that year; 189 million in 1935. In 1940 we did 202 million. And these years that I have given you are representative of other years between 1925 and the war period. So right today we are producing more flour than we have produced at any time during the last 25 years except during those years which were affected by the war.

Now, if you want to forget the export business, take off our 32 million and get down to the 203 million. We still are making right now more domestic flour than we have made at any time during the past 25 years except those particular years of the war and immediately after the war.

John Tatam

Well, a skeptic would say that is true but look at the way per capita consumption is going down. We don't get our earnings in this business out of per capita consumption. We get them out of total consumption, and total consumption has been going up. Luckily for us, the population of the country has been increasing more rapidly than the per capita consumption has been decreasing.

Let us take a look at the future population of our country. Today there are about 150 million people in the U.S. The experts tell us that by 1980 there will be 180 million people. Well, now, you know what the per capita consumption can go down to by 1980 and still give us as much total production as we have in the industry today.

If you go down to 114 lb. per capita, we would still produce just as much flour as we are making now. That is quite a drop from the 137 lb. per capita that we estimate as being consumed today.

Another thing about the population. Out of the 150 million people, 32 million were born since 1940. They are just children today. There are 50% more children under the age of five today than there were in 1940. Now, think of the flour that they are going to consume when they reach the age of big appetites. Then another wave of babies, when we get into the 1960's and 1970's, as today's youngsters marry and establish families of their own.

So we have today domestic consumption higher than it has been at any time during the last 25 years except those years affected by the war, and I don't see, with the population going up as rapidly as it has, how we can help but have even a higher level of production, and especially is that true if we do a good job of educating today's mothers and children and if we do a good job of merchandising our products.

"Well," some of the skeptics say, "yes, but look at the overcapacity in the industry. How can we ever make money out of business when there is so much overcapacity?" Well, again let us look at the record and compare it with some of these years during the last 25, when we have all done rather well on the average.

I am going to give you figures, and I have adjusted them to a 5-day basis because the milling industry generally thinks in terms of flour production as being five days to a week.

Production

Last year, in 1949, we ran 79.3%—and these are census figures—of five-day capacity. In 1925, going back 25 years, we did only 62.9% of five-day capacity; in 1930, 69.1; in 1935, 61%; in 1940, 68.4%. So only during the wartime did we exceed, out of the last 25 years, the percentage of operation that we enjoyed in 1949, and we are doing about as well as that today; that is, 1950. It would seem to me that we are going to produce just as much flour in 1950 as in 1949. Certainly we are going to be within 5% of that figure.

Now, let us take a look at the other side of the map, the productive side. It is almost prohibitive to build a mill now because the cost is so high. The most recent mill on the North American continent was just erected in western Canada at a cost of $3 million. It has 2,400 sacks of capacity and a half million bushels of storage. Now, at $3 million, if that mill runs full time, five days a week, 52 weeks of the year, its depreciation charges, at 3% of $3 million, will amount to 14½¢ a sack—just depreciation alone.

Now, interest charges, especially in Canada, are going to run higher than that. But say they run just the same, 3%. That is another 14½¢ for interest. There is 29¢ a sack for charges for interest and depreciation.

Now, can very much new capacity be built under those circumstances? I think that there is not going to be very much building.

Furthermore, we know that, of the capacity we have, a certain amount is wearing out and burning down every year. So we are going to lose capacity.

Well, now, with no new replacement of capacity, with a greater consumption of flour, it seems to me that the percentage of operation is going to improve and it is bound to improve, even though it is better right now than it has been at any time during the last 25 years, during peacetime.

Well, now, you say if conditions are as good as all this, we are producing more domestic flour now than we have in the past, we are producing less export flour, we are operating at a greater rate of capacity than we have in the past, why is it that we don't like that figure in the lower right-hand corner of the P & L? Why are earnings unsatisfactory when all the conditions necessary for good earnings are here with us today?

Analysis of Situation

Well, that is a $64 question. I try to analyze it this way:

No. 1. We have gone through a terrific period of adjustment. We reduced production from 305 million down to 235 million last year. That is a tremendous adjustment, and under circumstances like that the basic factors in an industry must always have a chance to operate. It takes them a little while to get going.

No. 2. The costs are up. First they went up in a painless sort of way because production was increasing with it and we didn't see the increase in per sack cost, but then when the production started to fall off, our per sack costs became more pronounced.

No. 3. We have not reflected our increased costs in our selling prices. Now, we are a peculiar lot. When storage goes up, when bags go up or freight rates advance, we imme-

R. R. Winters Outlines Problem of Lagging Depreciation Rates

CHICAGO—R. R. Winters, vice president, Commander-Larabee Milling Co., Minneapolis, outlined the problem of inadequate rates to cover depreciation and obsolescence when he addressed the Millers National Federation last week. The text of his address follows:

I go along with much that has already been said from this platform. I am optimistic about the future. No one wants to close his eyes to reality, to the fact that we have problems and plenty of them.

I subscribe to the leadership we have in our federation and our industry, however, and I know you can count on the younger men in the industry to go a long ways towards helping solve these many problems before they give up and quit.

From this point of optimism, I would like to call your attention to a matter which I think should be of vital interest to all of us in looking ahead to the future. And that is the matter of inadequate rates on our plants and equipment to cover depreciation and obsolescence.

It is a fact that during the past 25 years progress in milling technology has gone ahead faster than our present rates of depreciation will allow. Cost of replacement has outstripped reserves that have been put aside. During the next 25 years we can look forward to accelerated progress in technology and also higher replacement cost.

The 2½% rate on buildings and 4% rate on equipment will be completely inadequate to keep our plants modern and efficient.

I would like to recommend the consideration of the federation to this problem, and I feel it is worthy of serious thought when we are thinking of the future of our industry. Two things can be done about this problem:

Appeal to Congress

One is that all of us through the federation and directly, where possible, can appeal to Congress for an

R. R. Winters

upward revision in depreciation rates. Admittedly, this will be a slow and difficult process in view of the fact that we will be advocating something that will reduce government revenue. We will, however, be joining with many other industries, tax groups and so forth who are making progress with the Internal Revenue Department and with some congressmen in Washington.

The other thing which can be done is for each milling company, individually, to reflect the inadequate depreciation by setting up tax-paid reserves at a rate which will compensate for the low rates allowed under the present tax law.

Such reserves should then be reflected in the daily cost cards against which flour sales are made. By so doing, there is just a chance—and I repeat, just-a-chance—that we all might fight harder to get that extra five or ten cents in the flour price which we all so badly need.

Soft Winter Wheat Flours
Family - Commercial
Export
Long Distance Telephone 28
Cable address — "Josco"
J. Allen Smith & Co., Inc.
KNOXVILLE 6, TENNESSEE

Cable Address "BAYBAR"
TIDEWATER
GRAIN COMPANY
Receivers - Shippers - Exporters
Export and Domestic Forwarders
Members all leading Exchanges
Established 1917
Bourse Building PHILADELPHIA 6, PA.
Chamber of Commerce BALTIMORE 2, MD.

BLAIR'S Certified FEEDS
BLAIR MILLING CO., Atchison, Kans.

"RUSSELL'S BEST"
"AMERICAN SPECIAL"
Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.
RUSSELL MILLING CO., Russell, Kansas

PAPER SACKS
FOR MILLERS
The Chatfield & Woods Sack Co.
CINCINNATI O.

THE ROSS MILLING CO.
Choice Quality Flour
Plain and Self-rising
OTTAWA KANSAS

GLOBE CEREAL MILLS
EL PASO, TEXAS
Cream of Wheat Flour
"Best for the Southwest"

FULTON BAG & COTTON MILLS
Kansas City, Kan.
Atlanta - Los Angeles
St. Louis
New York
Dallas
Minneapolis
New Orleans
Denver
BAG MAKERS SINCE 1870

80 Years of Reliability
PILLSBURY'S
BAKERY FLOURS

Drinkwater
BAKERY FLOUR
MORTEN MILLING CO.
Dallas, Texas

diately reflect these advances in our costs. In the case of wheat we do it in 30 seconds and put our selling prices up; but when hourly wages go up or when overhead costs go up and some other costs go up, we do not get those into our selling costs at all. And even where we do get them, it sometimes takes months.

For example, take bleaching. How many of us add in anything to our selling price for bleaching, where bleach costs us about 2¢ a sack? Now, a cent in bags or a cent in freight rates, we add that immediately, but what do we do with the bleaching charge?

No. 4. I believe that we sing the blues too much. We talk about the declining per capita consumption when total consumption is up. We talk about a poorer percentage of operation when we are really operating better than we have at any time during the past, when we have made very substantial profits. We forget that the purchasing power of the 1940 dollar is only 51¢ today, and we go out and sell at 1940 margins, but the people that sell us, the laborer, the farmer and so on, collect 1950 prices. I think that we have been singing the blues and we have gotten ourselves into such a mental attitude that we do not have the courage to go out and ask a decent price.

Improvement Seen

Well, now, this adjustment that we have been through has had to come. But I am sure that it has about run its course. Certainly, with 191,000 sacks daily capacity out of commission—that is the figure, 190,800 sacks a day out of commission since the war—conditions are bound to improve if you will only give them half a chance.

You know, the pessimist looks at a glass of water and he says, "Gosh, that is 20% empty." The optimist looks at it and he says, "Gee, look. It is 80% full."

Now, I am an optimist. I look at the milling capacity and I say, "Gee, look. It is 80% full." And the glass, meaning capacity, is getting smaller every year. And the water in the glass, meaning production, is getting bigger every year.

Now, I am supposed to consider the future of the milling industry. I don't know what the future holds, but I know who holds the future. It is the millers themselves. And I am sure that, if we will apply just an average amount of intelligence to the basic factors that we have in our industry today, we cannot help but prosper this year and in the years to come.

—BREAD IS THE STAFF OF LIFE—

GMI KANSAS CITY PLANT RECEIVES COMPANY FLAG

KANSAS CITY — A colorful flag with the new symbol of General Mills, Inc., was presented to the employees of the Kansas City plant by the president of the company, Leslie N. Perrin, in Kansas City May 11. The ceremony accompanying the presentation was typical of other flag-raising programs which are being held at General Mills plants throughout the country.

In his speech of presentation Mr. Perrin stressed the importance of service by all employees in order that a company might attain success.

At the close of Mr. Perrin's speech he presented the General Mills flag to four representatives of the Kansas City plant. Mr. Perrin's recent schedule has included like ceremonies in Oklahoma City May 8, Wichita Falls, Texas, May 9, Amarillo May 10 and Wichita, Kansas, May 12.

DOWN THRU THE YEARS...
for 3 generations...
For the future, too, GOLDEN LOAF will always be the big value in uniform, strong, fine spring wheat flours.
"Golden Loaf" FLOUR
TENNANT & HOYT COMPANY
LAKE CITY, MINNESOTA

VALLEY GRAIN CO.
KANSAS CITY, MO.
OPERATING FIFTEEN COUNTRY ELEVATORS AND SUBTERMINALS WITH A STORAGE CAPACITY OF A MILLION BUSHELS
PAUL UHLMANN, President
R. HUGH UHLMANN, Vice President
E. G. O'DOWD, Secretary
MEMBERS
KANSAS CITY BOARD OF TRADE
CHICAGO BOARD OF TRADE
CHICAGO MERCANTILE EXCHANGE

HIGH UTILITY PATENT
Country Milled from Country-run Wheat located in the very center of America's greatest wheat growing area.
INDEPENDENT OWNER MANAGED
The WALL-ROGALSKY MILLING CO.
McPHERSON, KANSAS

LA GRANGE FLOURS . . .

whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the half century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

☆

You can depend on LA GRANGE FLOURS

☆

LA GRANGE MILLS RED WING MINNESOTA

Centennial FLOURING MILLS CO.

GENERAL OFFICES: 240 CENTRAL BLDG., SEATTLE 4, WASH.

DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR
PYRAMID CONE FLOUR
CENTENNIAL CAKE FLOUR
BLUESTEM and HARD WHEAT BAKERS FLOURS

6,000,000 Bushels Country and Terminal Storage

MILLS AT SPOKANE · WENATCHEE · RITZVILLE · PORTLAND

B. A. ECKHART MILLING CO. *Chicago*

MILLERS OF

WHEAT and RYE

FAMILY FLOUR BAKERY FLOUR CRACKER FLOUR

All Grades

RYE FLOUR

1000 cwts. Flour—250 cwts. Meal

GLOBE MILLING COMPANY

WATERTOWN, WISCONSIN

Herman Fakler

(Continued from page 11)

Chief Inspector of the Bathroom of the Great Queen . . . and

Director of All Beautiful Diversions.

But under these men with magnificent titles were hordes of surveyors, hordes of tax-gatherers, and hordes of water inspectors. There were separate departments for the temples, for the canals, for the fishermen, for the wood-cutters, for the cemeteries.

It was bureaucracy . . . more bureaucracy. It was super-bureaucracy. The priests spent much time in drawing up endless lists of offices simply to keep the scribes busy.

The scribes, controlled by the priests, became the most powerful men in both the city of Thebes and the provinces.

And so the Pharaohs threw up their hands. They established new capitals on the Lower Nile. By leaving Thebes they hoped to get away from the priests and the bureaucrats and the scribes. But it was to no avail. In each case the body of the Pharaoh had not been entombed before the priests of Amon were back in power.

Through the centuries since, man has sought for a government that would work well. For intervals there were flashes of hope in Greece, in Rome, in France and in England. But until the American Revolution, all ended eventually in the general pattern of Egypt of 4,000 years ago.

Bigger and Better Government

Now let us take a look at our own march down the road toward bigger and bigger government.

No one can determine with certainty just where the emphasis in the American government shifted from the concept of freedom of enterprise

John A. Sutherlin

CHASE APPOINTMENT — John A. Sutherlin has been appointed sales manager of Chase Bag Co.'s New Orleans branch, it has been announced by J. H. Counce, manager at New Orleans. Mr. Sutherlin became a member of the New Orleans territory's sales force immediately following his tour of duty as an Army Air Force pilot during World War II. His new assignment will include eight states in the South and Southeast with New Orleans as his headquarters.

An EXTRA HOUR OF DOUGH STABILITY with WISDOM Bleached FLOUR

A new development which greatly extends fermentation tolerance. Provides more time for "cutting over" or giving dough extra punches. If you want a flour which will stand abuse, write or wire

NEBRASKA CONSOLIDATED MILLS COMPANY

1521 N. 16th St. OMAHA, NEBRASKA

"Hunter's CREAM"

The Oldest Flour Brand in Kansas

that for more than seventy years has stood at the very top of the fine quality list.

The Hunter Milling Co.

Wellington, Kansas

"Gooch's Best"

SUPERIOR QUALITY

to Make All Baked Things Better

Gooch Milling & Elevator Co.

Lincoln, Nebraska

ACME — GOLD DRIFT

Better Bakery Flours

Three Brands Meet Every Shop Need

The ACME FLOUR MILLS CO.

Oklahoma City, Okla.

"CREMO"

Just the Cream of Hard Wheat

CROOKSTON MILLING CO.

CROOKSTON, MINN.

Mother Hubbard Flour Hubbard Milling Co.

Miner - Hillard Milling Co.

WILKES-BARRE, PA.

Manufacturers of

CORN FLOUR - CORN MEAL

CORN SPECIALTIES

DAVIS-NOLAND-MERRILL GRAIN CO.

KANSAS CITY - - MISSOURI

toward the bureaucratic concept so highly developed in Old Egypt. But a number in Washington take the year 1887 as the turning point.

It was then that Congress created the Interstate Commerce Commission and vested in it limited authority to regulate railroad services and rates.

That was 63 years ago. The ICC was the first of the federal regulatory agencies. It is still with us . . . only it has grown from an infant to a sturdy man. Since its advent there has emerged a continuous stream of regulatory agencies. Here are a few of their powers:

If you buy a railroad ticket the ICC fixes its price.

If you sell stock to the public, you must have the approval of the Securities and Exchange Commission.

The National Labor Relations Board supervises your labor relations.

The Federal Trade Commission tells you what you can and cannot say in advertising, and what your business practices should be.

The Department of Justice is trying to tell you how big your business can be without being bad. Some members of Congress are trying to get on that bandwagon, too.

Your gas bill is fixed by the Federal Power Commission.

The Federal Reserve Board sets the policy for your business loan.

If you can't get a private business loan you come to the RFC and get some of your neighbor taxpayer's money without his knowing it or having anything to say about it. It will be recalled the RFC was created in 1932 as a "temporary" agency to "provide emergency financial facilities for financial institutions, to aid in financing agriculture, commerce and industry, and for other purposes." It was intended to last for a period of about 10 years. Now it has become permanently established as a Federal Loan Agency.

Controls and Quotas

If you are a farmer you go to the U.S. Department of Agriculture for a loan on your commodity. You actually sell your product to the government at a price fixed by the government. In return acreage controls and marketing quotas are imposed by your benefactor.

All of this may very well represent the search of the American people for a government that will work for the best interests of all the people.

One thing we can be sure of . . . that search will go on. But the question arises at this point, who is doing the searching and what are they searching for?

The Federal Trade Commission has just been given authority to assess an additional fine of $5,000 a day for each day a violation of an FTC order continues after the courts have ruled on it.

The FTC has sought for a long time to obtain legislation which would make f.o.b. the only legal pricing policy for industry. This, Congress has refused, but the FTC has persisted. Finally, through court decisions, doubt was cast on the legality of freight absorption.

To correct this is the reason for S. 1008. This measure would permit freight absorption and delivered prices if no conspiracy is involved. The conference report on S. 1008 has been approved by the House. Senate action, which would send this measure to the White House, is being blocked. It may take an H-Bomb explosion to get Senate action.

Then there's an Anti-Merger bill. The FTC is advocating its passage. It would prohibit the sale of the physical properties of a business to a competitor unless approved by the FTC. The sale of assets already is prohibited. So there would be another power given the commission over business. The FTC would become the arbiter of the size of business. This could easily be the first step toward obtaining a federal charter law such as the perennial O'Mahoney bill. Under a federal charter law the FTC would write all rules.

The chairman of the House Judiciary Committee, Emanuel Celler of New York, has made up his mind that business is too big and, therefore, it is bad. Business men are being called before his committee and told Congress is going to pass a law to compel them to break up their businesses into smaller units. So far, he is expressing only his own conclusions. The committee has not yet acted.

Greater Controls Sought

The Federal Power Commission is out to invoke greater controls over the gas industry.

The SEC also wants to exercise control over company securities even though they aren't sold in the market place. This bid for power is contained in the embattled Freer Bill now pending in Congress.

Next there is the case of the Walsh-Healey Act. This act was intended to prevent the exploitation of labor employed in fulfilling government contracts. It was enacted before we had a federal minimum wage law. Congress has now set 75¢ an hour as a fair minimum wage, but the Department of Labor says that is not high enough and is using the Walsh-Healey Act to set higher minimum wages.

(Continued on page 28)

KELLY'S FAMOUS FLOUR

YES,
KELLY IS FAMOUS

FOR GIVING THE BAKER WHAT HE WANTS — A FLOUR WHICH CONSISTENTLY MEETS HIGHEST, MOST RIGID BAKING STANDARDS.

The
WILLIAM KELLY
MILLING COMPANY
HUTCHINSON, KANSAS

Capacity, 5,000 Sacks Daily
Grain Storage, 1,000,000 Bus.

WESTERN STAR
KANSAS STAR
GOLDEN CREST

When things are running smoothly, these flours will "star" in your bakery. But their real merit shines the brightest when shop emergencies put them to an extra test.

The WESTERN STAR MILL CO.
SALINA, KANSAS

For Over Fifty Years...
KING'S GOLD
KING'S BEST
GOLD MINE
EXCELSIOR
...Made in Minnesota
Minnesota makes the Best Flour in the World.
H. H. King Flour Mills Company
MINNEAPOLIS, MINNESOTA

COLLECTOR OF DOCUMENTS—The literary, historical and scientific interests of James F. Bell, long the head and principally the founder of General Mills, Inc., are many. Some of them are known to the public, but there are others that have not been sufficiently acclaimed. It is more or less of a discovery on the part of a Canadian magazine called the Beaver that he has built "a collection of priceless documents and books" containing unique and little known historical facts about the Hudson Bay Co.

Mr. Bell has brought together accounts of the fundamental explorations of America, but he has specialized in the story of the penetration of North America through what is today Canada. Thus his collection inevitably touches upon that great maker of history in the northern reaches of the continent.

The Beaver, it ought to be explained to those who are not so fortunate as to be acquainted with it, is a handsome, slick-paper magazine, beautifully illustrated, published by "The Governor and Company of Adventurers of England Trading into Hudson's Bay, commonly known as the Hudson's Bay Company." From its article on Mr. Bell's collection, written by Donald F. Warner, we help ourselves to these paragraphs:

"The numerous and excellent public archives and libraries in the United States and Canada have tended in the past to obscure the importance, and even the existence, of the fine collections of books and manuscripts privately held in those two countries, many of them containing material significant to the history of North America. More recently, published catalogues and review articles have increasingly revealed the contents of the better private accumulations, and historians and others are making greater use of them. The motivating purpose of this article is to contribute modestly to this trend by describing those items from the excellent collection of James F. Bell of Minneapolis, which will be of interest to the readers of the Beaver.

"Mr. Bell, who is a regent of the University of Minnesota, has built up his collection upon the theme of exploration. . . . The most interesting items are the manuscripts. The first document, chronologically, is a copy of the original charter of the Hudson's Bay Company, and probably contemporary with it. The Bell copy has a number of variations from the original; for example, it lists the names of the Adventurers in the margin, and has several discrepancies in wording and spelling. It may even have been a rough draft of the original charter, although the fact that it contains the date of issuance argues against this assumption.

● **Meteoric Fortunes**—"The Bell collection also has a number of other manuscripts from the early history of the company, most of them dealing with its financial operations. The fortunes of the company at that time displayed meteoric qualities, with bewildering rises and plunges; the Bell documents reveal some of its tribulations and its successes. The first manuscript is a letter dated March 7, 1676 (1677), and written by several of the Adventurers to John Morris and Sir Robert Clayton, who was later treasurer of the company and Lord Mayor of London. It stated that the company was fitting out a ship to trade in the Bay but was short of cash since part of its beaver remained unsold. A loan not exceeding £500 was requested and Clayton and Morris were reminded that they had accommodated a similar request the previous year. The letter closed with the earnest assurance that 'you shall be sure to meet with fair dealing from the company to your satisfaction.' Apparently Clayton and Morris honored this request, for records show that they advanced £400 to the captain of one of the company's ships that same month. The creditors of the company received its letters patent as security.

"Several years later, the company again found itself in financial difficulties. Its posts on the Bay were mismanaged, its voyages were poorly planned, and bad luck dogged its operations in general. Several prominent members, despairing of success and profit, sold their shares. In such straits, the company resorted to the device of borrowing from its own members. A series of documents in the Bell collection give us an insight into such transactions. . . .

● **The Selkirk Settlement**—"The final company document in the Bell collection, and in some respects the most interesting, is an abstract of the conditions expressed in the conveyance of land from the company to the Earl of Selkirk for his colony and of the subsequent regulations issued for the observance of the settlers there. The latter were expected to signify their knowledge and acceptance of the conditions by signing this statement. . . .

"In addition to the manuscripts, the Bell collection contains some 41 books and pamphlets dealing wholly or in part with the history of the company. A number of these publications are rare and of considerable historical value. The earliest of them is a pamphlet entitled 'The Right of the Crown of Great Britain to Hudson's Bay and Streights.' Issued by the company and addressed to Queen Anne, its purpose was to publicize the contention that Britain's title to the Bay was indisputable since her people had been first in its discovery, exploration, and exploitation. The pamphlet listed the numerous voyages made to the Bay under the British flag, and outlined the pioneer work of the company in establishing trade and posts there. It stated that the first French ship ever in the Bay came in 1682 to attack company posts when England and France were at peace and thus inaugurated the bitter contest for that area. The pamphlet closed with the implied plea to the Queen and government to force the French from this area lest they come to dominate it to the injury of all who traded to the northern colonies. The Bell copy of this pamphlet is said to be the only one in existence."

● ● ●

BRITAIN'S BREAD—"It's very funny about the bread here. At different times I've bought a plain loaf of bread, a loaf of what looked like French bread and rolls, and they are all identical inside—some sort of gray dough, same taste, same texture. Why don't you get real generous and airmail me a loaf of honest-to-goodness bread?"

So writes Miss Ellen Gibson, sister of Miss Margaret Gibson, one of the home economists on the Wheat Flour Institute staff.

Miss Gibson, a reporter on the Milwaukee (Wis.) Journal, last year won an Ogden Reid Fellowship Award. This award provides for a year of study and observation in England. She reports that "English cooking as viewed in restaurants is really very bad. Even I who want to spare these nice people must admit that."

Knowing that her sister at the Wheat Flour Institute is especially interested in baked foods, Miss Gibson comments often, particularly about bread. "You'd be interested," she wrote, "that I've seen no white bread since I arrived (in February). All they have is a light brown rather coarse mixture that appears as loaves, rolls and what have you. It isn't especially tasty, although not too horrible, and it's probably good for you."

Recently she sent the following news items which she had clipped from the London Herald and Evening Standard, respectively:

"Whiter Loaf Plea.—In an effort to stop the decline in bread sales the Master Bakers' Parliamentary Committee is to ask the Food Minister for permission to produce a whiter loaf."

"Bakers Expect Whiter Loaf Soon.—A whiter loaf may appear in the shops soon, it was said today by baking trade leaders, who expect Mr. Maurice Webb, the Food Minister, to sanction a drop in the extraction rate in the near future. The present 'off-white' loaf is blamed by bakers for a serious slump in bread sales."

● ● ●

HIDDEN PIES

In each line of the following poem (except the final line) there is a hidden pie. Since we're giving you an example just below these directions, we left mention of a pie out of the tenth line of the poem! Of course, the ones in the poem aren't as easy as the example!

Example: Memories of the old PUMP KINdle a nostalgic feeling.

• • •

The farmer showed the rancher rye
and wheat on golden miles,
On every acre amber grain in shining ripples lay.
"Here's ample money, friend," the farmer said with happy smiles,
"Unmeasured wealth for men who help each other day by day.
Courageous hope can echo in a farmer's morning song.
The beauty of the flora is in his prairie heart.
In prairie sunsets, gold and crimson plumes of cloud are long."
He said, "At evening farmers like to pause and stand apart
In quietness, reap pleasant dreams, and chart life by the far
Unfathomed blue of the prairie night, the silent white of a star."

"The other day," said Old Dad Fetchit of the Fish River Roller Mills, "Young Bill come in here low in his mind and complainin' that Hy Gallup, who runs the mill over to Lightnin' Struck, sold flour up to Meadow Grove for less'n we could make Fetchit's Pride. Son, I said, you got no call to belly-ache. I never been sorry to lose an order that don't lay by no side meat. An' ef you'll jes set a bit 'fore long Hy'll quit rarin' around like a blind jackass or else there'll be another busted mill to Lightnin' Struck."

EDITORIAL

THE POLICE STATE LOBBY

HIS knees trembled, confessed John M. Vorys, as he dared to oppose on the floor of Congress what he called "the most powerful lobby in the U.S." Mr. Vorys, who is a Republican member of the House of Representatives from Ohio, was not referring to the great farm organizations but to the 59,556 regular employees, 12,274 part-time employees and 137,037 state and county committeemen—a total of 208,867—in the U.S. Department of Agriculture.

Upon the larger canvas of an article in Nation's Business, Rep. Vorys paints the shocking picture of how colossal is the sum total of lobbying carried on by the administration in Washington and its bureaucratic satellites. The socalled "publicity and public relations" activities of the federal government cost taxpayers one hundred million dollars a year and are, he says, leading us inexorably into Socialism.

With radio, newspapers, magazines, newsreels and television competing fiercely in the business of reporting what goes on in government, Mr. Vorys does not see why the federal establishment should find it necessary to operate 18 different public information departments. The Bureau of the Budget has reported to the Hoover Commission that our federal agencies employ 2,327 full-time workers in publicity and public relations work. Another group of 1,212 men and women give part of their time to the publicity divisions. The combined annual salaries of these 3,539 informational employees for the fiscal year 1948 aggregated $13,043,453.

But editorial and research salaries are only a fraction of the publicity bill. Printing of pamphlets, books and how-to-do-it leaflets costs another $45 million a year. Computed at regular postal rates, mailing costs are running at the rate of $42 million. When the Senate Appropriations Committee asked each government department for one sample copy of every publication released during the fiscal year 1948 "one department begged off because its output would comprise a stack of publications estimated to be 52 ft. high."

The Department of Agriculture alone maintains a publicity and information staff of 525 persons, whose salaries range from $1,900 to $10,680 a year, and the department's Office of Information has 21 branches in the states and territories. In a nine-month period the information staff distributed 1,998 press releases plus 837 radio scripts, 14 new pamphlet titles, 17 new motion picture films and 120,000 copies of weekly chit-chat sheets to magazine and newspaper editors.

News photos and film strips are a powerful segment of the propaganda machine. Sen. Tydings of Maryland found in the Washington agencies 8,813 cameras, plus 19,078 pieces of auxiliary photographic equipment and 57,717 pieces of photo processing apparatus—total investment $15 million. The Library of Congress lists 1,330 film titles available through 34 Department of Agriculture agencies—all distributed free through 78 film stations from coast to coast. The department's mobile exhibits for country fairs made 2,100 showings last year. Radio time contributed by stations and chains for department scripts was valued at more than half a million dollars.

Now it is admitted, of course, that in these times big government, like big business, must be able to keep the public informed about what it is doing. But private, journalistic enterprise is adequate for this task and needs only official cooperation. This is the day of the news handout in journalism—a very useful device. But beyond a certain point government handouts are a direct competition, a duplication of effort at enormous public expense.

If government publicity had as its purpose and function merely the dissemination of facts even a great part of the extravagance might be condoned. But now we come to the subversive side of it. Government does not aim merely to tell facts—it aims to influence people. Its real purpose is to keep selling itself and its programs and thus to grow bigger and stronger. As Mr. Vorys puts it: "This gigantic engine of public enlightenment and cultural guidance spearheads the most powerful and dangerous lobby in our history—the federal lobby for state socialism, American variety."

This tax-supported lobby, he reminds us, works unceasingly for federal housing, federal power, federal invasion of education and socialized medicine. It promotes federal funds for rural telephones. It demands gigantic valley authorities patterned after TVA. It campaigns for larger subsidies for public works and for extension of wartime economic controls into the postwar era. It demands broader and costlier programs for individual assistance, more federal aid for airports, roads, hospitals, forest trails and parks. It wants a separate national health institute for government-controlled research in the control of disease. In all things it seeks to justify its acts, to dispute and even forestall criticism, to enforce its policies and opinions—and thus to make itself impregnable and permanent.

Finally, "whether the immediate purpose of government propaganda is good or bad (we quote now from the 1949 House Expenditures Committee report), the fact remains that individual liberty and free institutions can not long survive when the vast power of government may be marshaled against the people to perpetuate a given policy or a particular group of officeholders."

• • •

If a man becomes subservient to the men in authority in his government for what he may eat and what he may wear, for where he may work, and what he may earn, for what he may produce and how he shall profit, for what he may build and where he may live, then he cannot truly be free in what he may say or write, or how he may worship, or how he may live. A man must either have complete freedom or he will not for long be truly free at all. A man cannot permanently be half a slave and half a freeman.—Harold E. Stassen, president of the University of Pennsylvania.

• • •

THE ABA'S "NEW" PRESIDENT

THE board of governors of the American Bakers Assn. has elected John T. McCarthy as president of the ABA to fill out the unexpired term of the late Eugene K. Quigg, whose untimely death robbed the association and the entire baking industry of one of its most able leaders.

The election of Mr. McCarthy returns a familiar figure to the position of ABA president. He has served in that responsible post before, from 1943 to 1946, a period in which the baking industry was fortunate to have his able hand at the controls. He has been most active in ABA affairs since and he is in no sense a "new" ABA president. Rather, and happily for the association and the industry, he is a tried and experienced veteran in whose hands the responsibilities are well placed.

In voting for Mr. McCarthy, many governors expressed appreciation for his sacrifice in taking on this work and their pleasure in his doing so. Comments in their telegraphic vote included "wholeheartedly approve," "excellent choice," etc. All responses were unanimous.

The finest tribute to him came from M. Lee Marshall, who himself has been outstanding in association affairs and who now serves the ABA as its chairman. Mr. Marshall said:

"The entire baking industry owes a debt of gratitude to John T. McCarthy for taking over the presidency of the American Bakers Assn. at this time.

"The governors, who elected McCarthy unanimously and enthusiastically, feel that he is the one man in the industry who has the experience, the background and the downright effectiveness to step into the breach left by his good friend, the late Gene Quigg.

"To take over this work calls for real personal sacrifice on his part, but he is ready today as he has been so often in the past. I have had the privilege of being his friend and working closely with him for many years—in the industry and during the war; and like everyone who has ever worked with him, I have grown to have unlimited respect for his judgment and capacity.

"McCarthy will be particularly effective in taking over the chairmanship of the planning and program committees. He is one of the few men in the industry who could carry on with experience and enthusiasm, the work which Gene Quigg so ably launched in connection with the Bakers of America Program.

"The governors—and I think all the bakers of America—join me in welcoming McCarthy back to the presidency of the ABA and pledging our unfaltering support in his efforts to build a still greater industry. We know he will add new laurels to a career that is already filled with them."

• • •

ALLERGIES WON'T SLAY YOU

THERE has been a lot of talk—much of it pretty silly—about food allergies. "Doctors say—" et cetera, et cetera. But now doctors say, through an authoritative spokesman, that we'd better go slow in matters of this kind. The thesis that it's an allergy that ails us may be correct but it ain't necessarily so.

Of course it is obviously true, says the Journal of the American Medical Assn., that sometimes "something we've et" disagrees with us. But, the editor adds, altogether too many bodily troubles have been blamed upon too many kinds of foods. To use the language of the editorial—medical vocabulary included: "Atypical signs, such as unexplained headache, fatigue, muscle pains, depressed spirits and slight changes in the leucopenic index, sometimes have been regarded as allergic responses to some constituent of the diet. While such symptoms are not generally considered to constitute a reliable basis for a diagnosis of allergy, nevertheless some have been interpreted as such and, as a result, the idea has been advanced that cereals, notably wheat and corn, are major causes of food allergy. In fact, not only has the crude, protein-containing flour been implicated but its refined products as well."

Such suspicions, the Journal advises, have resulted in warnings against the use of these and other foods, notably sugars and starches, though the criteria on which these warnings have been based have not been generally accepted. In other words, diagnosis and prescription may not always be based upon adequate observation or findings of fact. To go on with the medical dialect (sorry—you'll have to furnish your own glossary):

"The autogenicity of sugars, starches and oils has not been established in the laboratory animal; anaphylactic antibodies have not been provoked by their deliberate administration. Dextrose has been given to man, even by the intravenous route, without any known incidence of anaphylaxis. It would seem advisable, then, for physicians to wait for an incontrovertible evaluation before they regard refined food products as a dangerous threat to the patient with allergy."

Be Proud of Your Job,
as We Are of Ours, for

"Bread is the Staff of Life"

GIBRALTER Flour

KANSAS BEST Flour

The Consolidated Flour Mills Co.
"In the Heart of Kansas"
Wichita, Kansas

IMPERIAL

THE sanitation and cleanliness program behind IMPERIAL and VELVET flours is one of the most thorough in the milling industry . . . and we have recently extended it to increase the safety of these famous flours while in transit to the customer. In addition to the usual spraying of boxcars, we employ a fog generator in the loaded car. This generator thoroughly fills the air with a pyrenone insecticide spray in such minute particles that it remains suspended in the air up to 24 hours. Just one step in our purity protection program.

The WALNUT CREEK MILLING CO. • GREAT BEND, KANSAS
T. H. SHERWOOD, Vice President and General Manager

Herman Fakler

(Continued from page 11)

Meanwhile, the struggle to find a solution to the farm problem continues. Year after year Congress is called upon to enact . . . revise . . . reenact farm plans in the vain search for a long range program which can be made permanent. The only thing permanent about the farm program appears to be the effort to find a permanent plan. The paucity of successful results thus far appears to indicate pretty conclusively that this problem cannot be solved successfully by the government.

And yet more new plans are in the making, not the least of which is the Brannan Plan which will guarantee the producer a predetermined level of income rather than a guaranteed price for his products. Guaranteed income to the farmer and lower prices to the consumer is the lure. The taxpayer pays the bill.

With the end of ECA in sight and American exports for 1949 still running more than $5 billion in excess of imports, the U.S. will soon face a difficult choice. Unless our $12 billion a year export business is to collapse we shall have to invest heavily abroad, give goods away indefinitely with no hope of repayment, or let foreign goods into the American market. We have loaned or given away billions of dollars but we have still found no permanent solution to the "dollar gap" problem which is steadily growing worse.

President Truman has asked former Secretary of the Army Gordon Gray to find a solution to the dollar problem. Sen. Clinton P. Anderson (D., N.M.) has introduced a bill providing for the establishment of a U.S. Joint Commission on Foreign Trade. Among other things, the commission would be directed to examine, study and analyze the present pattern of foreign trade of the U.S. in all of its aspects, and to determine in specific terms what, in their opinion, should constitute a desirable pattern of foreign trade of the U.S., and the manner of achieving such a pattern over a period of years.

Duty Reduction Proposed

Meanwhile, European countries are attempting to cut down their dollar deficits, not primarily by selling more in the U.S., but by barring American goods from European markets. Our government is proposing a third round of reciprocal trade agreement negotiations looking to further reduction in import duties.

There are some who doubt whether imports alone will close the dollar gap even at high levels of trade. They feel we need to make an attack on all fronts, including a substantial investment abroad.

Unfortunately, under present conditions the climate is not favorable for private investment. This, more unfortunately, creates a favorable climate for government and more government.

All of this sounds pretty pessimistic and lends credence to an anonymous history of man, which reads as follows:

From Bondage to Spiritual Faith—
From Spiritual Faith to Great Courage—
From Courage to Liberty—
From Liberty to Abundance—
From Abundance to Selfishness—
From Selfishness to Complacency—
From Complacency to Apathy—

BETTER FLOURS FOR BETTER BAKING
A Complete Flour Service

★ Hard Spring Wheat
★ Hard Winter Wheat
★ 100% Whole Wheat
★ Cake Flours
★ Pastry Flours

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Millers of Occident, American Beauty And Other Bakery Flours

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25,000 Cwts. Capacity
Grain Storage 7,150,000 Bus.
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High Grade Soft Winter Wheat Flour
Plain and Self-rising
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"Very Best"
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Ground Where the Best Wheat Is Grown
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Capacity 1500 sacks CHICKASHA OKLA. Cable Address "Washita"
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Merchant Millers KENT, OHIO, U. S. A.
Specialists Ohio Winter Wheat Flour
All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

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High Grade Michigan Soft Wheat Flour, Plain and Self-Rising
Successful Millers for Fifty Years
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Family Flour De Luxe
THE CRETE MILLS
CRETE, NEB.

Choice
MILLING WHEAT
NORRIS GRAIN COMPANY
Kansas City, Mo.

WE ARE LARGE BUYERS of PURIFIED MIDDLINGS and PURIFIED WHEAT GERM
We will be glad to get your quotations
The Cream of Wheat Corporation
Minneapolis, Minnesota

From Apathy to Dependency—
From Dependency to Bondage.

I don't know exactly how far down this line we may have gone. From my spot on the curb I am fearful we have progressed dangerously down this road.

I am not one who places the entire blame for increase in government on the government itself, or on those who run it.

It is important to a large segment of our population to have a prosperous agriculture.

It is important to another large segment of our population to have security in their jobs.

It is important to all of us to have social security.

It is important to have adequate medical service for the maintenance of good health.

It is important to have adequate housing.

It is important to be free from unfair competition.

It is important to have a lot of things.

But equally, if not more important, how are all these things going to be provided?

Use of Government Urged

When large groups of people find they have certain specific needs in common they have been encouraged to turn to the government. Because of their weight in numbers they are a potent factor at election time and usually they have little difficulty in locating a champion for their cause, either in one who is already in public life . . . and wants to stay there . . . or one who is seeking public office.

But . . .

Do we have to look to government to protect us against unfair competition . . . for protection of small business against big business?

Do we have to look to the government to guarantee farm prices or farm income . . . to decide what each farmer is entitled to . . . and to guarantee it?

Do we have to look to the government to grant special privileges to labor?

Do we have to look to the government for an FEPC?

Do we have to look to government for free service or cash for maternity care, medicine, disability sickness, dependent children, etc.?

Do we have to look to the government to guarantee us an export market?

For the virtues of initiative, independence and responsibility, we would be substituting the idea of security through the benevolence of the federal government.

However, unless some of the social problems involved in these claims are met by private initiative, independence, and individual responsibility, the demand for the substitution of government will continue.

If we do decide we want a system of benevolence through government, we might just as well make up our minds we are going to have to pay for it some way . . . some how. We cannot go on indefinitely spending more than the government takes in.

It is estimated that the revenue of the federal government for the next fiscal year will be not more than 37.5 billion dollars. Of this amount, 13.5 billion are earmarked for national defense, 6.1 billion for veterans' services and benefits, 5.6 billion for interest on the public debt and 4.7 billion for international aid. This brings us up to a total of 29.9 billion dollars. This leaves only 7.5 billion in cash for all of the other activities of the government. Total

(Continued on page 38)

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"THERE IS NO SUBSTITUTE FOR QUALITY"

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QUALITY FLOURS
"Wingold"
"Winona"
"Strongfellow"
"Boxer"
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Our stocks are analyzed for baking strength. They're carefully and personally selected — binned according to variety.
Ask for:
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W. W. (Bill) SUDDUTH
KANSAS GRAIN COMPANY
BOARD OF TRADE BUILDING KANSAS CITY 6, MISSOURI

CANADIAN TRADE COMMENT

By A. H. Bailey

TORONTO—This branch office of The Northwestern Miller is passing through an experienc such as has never before been known to the milling trade in Canada. Floods of water from south of the international boundary have swamped the rivers of Manitoba which carry drainage to Hudson Bay with the result that wide areas have been inundated to depths never before experienced in this prairie country. Winnipeg and the Red River Valley are inundated. Spring floods are common enough every year at this time but floods such as this are rare.

Naturally, a sudden development of this kind has put a large part of Manitoba out of business. Property of every kind is more or less under water. It is useless at the moment to attempt any appraisal of the loss and damage but the total will run into many millions of dollars and everybody on the inundated lands both town and country will share the losses. It will be some time before the actual damage in terms of money can be estimated. Every form of actual loss will have to be appraised. All classes of owners who have suffered will have to establish their claims. No actual figures are as yet even mentioned. The amount involved is too mixed to permit even an estimate.

In the meantime all Canada is preparing to carry through to the limit the necessary reparations on all classes of loss and damage from this great disaster. All those concerned will in due course receive compensation such as seems fair and just. It will take a long time to work out the problem of these losses but it will be done. It may also be assumed that Canada will make all possible provision to prevent any future repetitions of this major disaster.

FLOODS DISTURB GRAIN HANDLING

The spring floods of this week in Manitoba have so disturbed the business of handling grains and their products that it is not possible to give anything like a picture of the true situation of the current grain and milling trades. The Winnipeg Grain Exchange has done what it could from day to day in the way of completing deals and advising dealers as to what the situation is now like but no regular trading operations could be considered. Members of the Exchange have also done what they could to advise the public and the trades concerned as to the probable course of events but nothing definite could be said or done till the situation is cleared up. The railway and shipping companies are also following up as best they can in helping customers to get their shipments properly provided for but the situation is very uncertain and it will take time to bring order out of the current chaos.

CANADIAN-U.K. TALKS UNDER WAY

C. D. Howe, minister of trade, arrived in London on May 17 for talks with British officials on wheat transactions and other questions. Mr. Howe will confer with Sir Stafford Cripps, chancellor of the exchequer, Harold Wilson, president of the board of trade, and Maurice Webb, minister of foods. The talks are expected to concern the setup of Anglo-Canadian wheat tarnsactions following completion of the present four-year contract, which ends July 31.

What may complicate the issue is that Marshall aid financing of British purchases of Canadian wheat may also end July 31. During the current season Marshall aid will have paid for seven-twelfths of the purchases. If Britain has to pay next season with her own dollars she would certainly not wish to pay more than the maximum International Wheat Agreement price and her hard bargaining with Australia indicates that she would probably try to pay less.

CONTRIBUTIONS FOR FLOOD RELIEF FUND

The Manitoba Flood Relief Fund objective is placed at a minimum of $10 million. Contributions are pouring in from all sections, and members of the Winnipeg Grain Exchange have been among the largest contributors. Many of the members are flood victims themselves and, while contributions by the Grain Exchange membership have not been completed, the total to date is well in excess of $200,000. Cecil Lamont, president of the Northwest Line Elevators Assn., is honorary organizer of the Manitoba Flood Relief Fund.

The money is to be used to aid those unfortunate people who have been left homeless by the raging flood waters of the Red River. This is not a duplication of the financial relief expected from the Dominion and Provincial governments or the Red Cross. The Manitoba Relief Fund will be used to take care of other necessities not included in those contributions.

F. W. Peach

F. W. PEACH DIES AT 73

Founder of London Flour Firm in Failing Health Following Wartime Injury

LONDON — The British imported flour trade has suffered another loss in the death of Frederick William Peach, 73, founder member of the London firm of Mardorf, Peach & Co., Ltd., which occurred at his Caterham, Surrey, home recently. Mr. Peach had been a member of the flour trade for over 50 years.

Mr. Peach had been in failing health for some years, the decline dating from the time during the war when he was injured in an attempt to extinguish an incendiary bomb which fell on his house at Streatham, London. Subsequently, a flying bomb demolished the house and Mr. Peach never recovered from the shock sustained.

Five times president of the London Flour Trade Assn., Mr. Peach first assumed office in 1926 and was reappointed in 1934. He was wartime president for three successive years. In appreciation of his services fellow traders appointed him an honorary life member on his retirement from active participation in business after the war, an honor which afforded him considerable pleasure. Mr. Peach also represented the National Association of Flour Importers at the government sponsored conference on the policy to be adopted in connection with postwar flour and bread.

CANADIAN EXPORTS OF WHEAT, FLOUR LISTED

WINNIPEG—Export business in Canadian flour last week, aggregating 140,000 bu. in terms of wheat, went to Class 2 destinations, including Hong Kong, Tahiti, Formosa, Jamaica and Venezuela.

Export sales of wheat totaled almost 4,200,000 bu. with the U.K. taking almost 3 million bushels. A total of 358,000 bu. was worked to Switzerland, 272,000 to Ireland, 210,000 to Belgium. The remainder was divided among seven other destinations.

FARM PRICES UP

WINNIPEG—Farm prices of agricultural products in Canada, excluding Newfoundland, advanced in March over February, but were below the level of March last year, the Bureau of Statistics reported. The bureau said that on the basis 1935-39 prices equal 100, the farm prices index for all Canada stood at 246.2 during March, up 3.5 points from the February index level of 242.7, but 4.9 points below the 251.1 level of March last year.

WINTER WHEAT GROWERS IN ONTARIO ORGANIZE

TORONTO — Ontario's winter wheat growers have organized a producers' association and have decided to apply to the Ontario Farm Products Marketing Board for a marketing scheme. Primary objective of the association is to improve marketing facilities for winter wheat and winter wheat products. Value of Ontario winter wheat sold last year was $42,500,000.

The provisional executive of the new organization follows: president, A. D. Wilson, Chatham; vice presidents, D. W. Stewart, Appleton, and Edgar Martin, Paincourt; directors, B. I. Jennet, Ivy; H. J. Charlton, Brantford; D. Greig, Clinton, and R. S. Heatherington, Milton.

Subsidy Removal Hikes Bread, Flour in New Zealand

The worldwide tendency, recently apparent in Britain to reduce subsidies payable out of government funds to keep the price of staple foods at economic levels has been echoed in New Zealand. It will be recalled that the British recently removed all subsidies on animal feed while an adjustment in funds made available to support flour prices led to an increase in the price of bread.

Among the adjustments announced by the New Zealand government as a result of the abolition of subsidies were two which involved increases in the prices of flour and bread. The cost of the 2-lb. loaf was upped by 2¢ making the sale price across the counter 9¢. The price of flour was hiked by 82¢ for a 50-lb. sack. The total saving in bread and flour subsidies was calculated to be in the region of $5 million.

Debate on Lower Extraction Rate in Britain Continues

LONDON—The recent debate in the British House of Lords on Lord Hawke's motion calling for a reduction in the current rate of flour extraction of 85% to 80% was reopened by Lord Sempill who revealed that he grew his own wheat, ground it himself and baked his own bread. The way to get increased feedstuffs, Lord Sempill declared, was not by lowering the extraction rate but by growing more sunflowers which could provide oilcake for stock.

Lord Llewellin, who was the food minister responsible for fixing the present rate of extraction, supported the demand for a whiter loaf. Britain, he stated, was now buying 28,000 tons of Canadian bacon for $17 million. That would buy 208,000 tons of Canadian wheat and would allow a reduction in the extraction rate from 85% to 82%. With the additional feed thus made available, the farmers would produce 34,600 tons of bacon and the consumer would have a better and whiter loaf.

Replying for the socialist government Lord Alexander said that the permanent extraction rate had not yet been decided. A subcommittee had been set up to investigate what progress had been made with the recommendations put forward by the conference on the postwar loaf, held in 1945, and when it had reported, the whole matter would be considered. If the proposals made by the opposition were accepted, Lord Alexander contended that the lower extraction rate would make available nearly 350,000 tons of feedstuffs but the effect, in terms of food, would be small. An extra pint of milk a week or one more egg a month or half an ounce of big meat a week were the results expected by Lord Alexander.

The government was not in a position to make any promise about a whiter loaf as the policy was bound by the prevailing economic situation.

EUROPEAN ROUNDUP

By George E. Swarbreck

LONDON — Recent developments reported from Russia reveal that the Communist authorities are planning the reorganization of the agricultural industry in order to increase the outturn of wheat and other grain crops.

Attention has been called to the unsuitability of the small collective farms for introducing modern agricultural methods and machinery. The importance attached by the authorities to the proposed program may be judged from the fact that on April 25 nearly the whole of the official newspaper "Pravda" was given over to an article on the subject.

In effect, the proposals involve the complete subjugation of the peasants, the abolition of villages and their absorption into giant collectives on the lines of those which are claimed to have been successful in the Ukraine. The bribes offered to the peasants in order to obtain their co-operation and to forget their habitual opposition to officialdom include promises of higher incomes, improved accommodation and better cultural facilities.

A noteworthy feature of the proposals is that the government is not making the changes compulsory, as may be expected, but is trying to achieve the increased output and reorganization on a voluntary basis. This, observers suggest, signifies that the authorities are not certain of the success of the plan and realize that careful handling of the peasants is a necessary prerequisite to persuading them to change their way of life. The peasants are to be regimented together into specialized teams on the great collective farms and will be paid not on a day basis as now, but on piece work rates. It is the final stage in the plan to turn the Russian agricultural economy into one vast food factory.

Experts on Russia have suggested that the transformation will not be easy. Many of the peasants have so far not been affected by Communist experiments and have been allowed to go their own way provided they delivered a proportion of their grain production to the state. They may resent the attempt to force them to work even harder and it may even result in revolutionary activity directed against the government, observers suggest.

The scheme effectively illustrates the Communists' intention to build up an agricultural potential which might, in time, dominate the world's grain markets by the very size of its production. At the same time vast flour mills are being built and in the years to come it is possible that the Russians will become flour exporters in a large way. Perhaps, it is suggested, the mills of the Communist dominated countries of eastern Europe may be dismantled in order to create markets for Russian production and to enforce reliance on flour imported from the Soviet.

The only way that such a scheme could be avoided, and with it the threat to all other industries in competition with the Russian economy, is for the early revolt of the subjugated territories, a contingency which is by no means unlikely. Collapse of Russian domination in Eastern Europe would most certainly follow a series of bad harvests. A major food shortage would lead to riots and attempts by the satellite countries to regain their freedom, it is said.

DOMINICAN FLOUR SUPPLY FAULTY

Questions have been asked in the British House of Commons concerning the shortage of bread in Dominica, West Indies. James Griffiths, colonial secretary, excused the deficiency in supply by saying that owing to recent late arrivals of flour, deliveries to bakers had to be restricted. The situation, he claimed, had now been corrected. Mr. Griffiths was unable to quote supporting figures without notice but it is possible that the matter may be raised in the House at some future date because those members interested in West Indian affairs did not appear to be satisfied with the supply situation in the territory.

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Herman Fekler

(Continued from page 27)

expenditures are estimated to amount to 42.4 billion. Therefore, we are already planning to spend about 5 billion dollars more next year than we expect to take in.

All talk of balancing the budget under these conditions is futile. Yet from all sides we get pressures for more and more expenditures, and less and less taxes.

The biggest single item in the federal budget is for national defense. On the one hand, Sen. Tydings, chairman of the Armed Services Committee of the Senate is pessimistic concerning our relations with Russia and feels we should spend more for national defense now. He thinks it will be too late once the powder keg has exploded.

On the other hand, the President is issuing optimistic statements leading us to believe that we can reduce expenditures for national defense next year. This sounds good. But it does not check with the views of responsible people in Washington who are in position to know.

American Characteristics

There are four outstanding characteristics of the American way of life which have been largely responsible for our great success.

1. In this country there has always been the possibility of great reward for those who are willing to take great risks and make great efforts.

2. Up to this time we have never been afraid of bigness. We have not been afraid to dream big dreams. We must continue to have the courage to be big and utilize the commercial organizations that are necessary to accomplish tasks of the magnitude we face.

3. Individual initiative and independent action . . . the principle that each shall be free to try to do the job in the way he thinks best.

4. Enthusiasm and confidence.

We have a great story to tell . . . not only about what we have accomplished . . . but more importantly what we are able to do now . . . and what we can do in the future.

Where in the world except in the U.S. can the people fulfill not only their needs . . . the bare necessities of life . . . food, clothing and shelter . . . but also their wants?

Business takes up where science leaves off . . . to produce new and better things to satisfy our wants.

Some way needs to be found to convince people that these things are the fruits of freedom . . . initiative . . . hard work . . . risk . . . confidence. They do not flow from the benevolence of government . . . with its accompanying controls . . . restrictions . . . taxes and more taxes.

The story needs to be told in plain, picturesque and easily understandable language.

The Free Capitalistic System . . . the Free Enterprise System . . . Dynamic Capitalism . . . may mean something to the economist. What I want to know . . . in terms that I can understand . . . what does this system mean to me as an individual . . . to my children . . . and to their children?

We need to talk louder than the government . . . than the rabble rouser . . . than the demagogue.

We need to talk to agriculture . . . to labor . . . to our customers . . . and to those in public life who are our direct representatives.

We need to do more than make and listen to speeches on the subject. We must get off the curb . . . join the parade . . . and see to it that it turns the proper corner.

Some Hopeful Signs

Fortunately, there are some hopeful signs which point the way.

Many forward looking businessmen who have the courage of their convictions are telling their stories . . . we are beginning to see results.

We see evidences of it in the milling industry.

Another outstanding example is the recent appearance of the chairman of the board of the U.S. Steel Corp. before the House Judiciary Committee.

Recently, Secretary Brannan's own Foreign Trade Policy Advisory Committee warned the Secretary quite frankly that agricultural support programs which prop prices at artificial levels will hurt the nation's export markets and are "selfishly nationalistic and lead to isolationism."

The recent election in Florida indicates that the people of that state are fed up with the kind of stuff which has been dished out to them for the past 14 years.

A miracle has been performed in Texas! A Republican has been elected to the House of Representatives!

Relations between business and government . . . between business and the nation as a whole . . . in the best interest of all . . . can be improved . . . must be improved. But we must roll up our sleeves and work at it . . . in the American way.

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AS FINE A BAKING FLOUR AS A BAKER CAN BUY AT ANY PRICE
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Dr. H. K. Parker

DR. H. K. PARKER NAMED AACC PRESIDENT-ELECT

CHICAGO—Dr. H. K. Parker, director of the flour research laboratories, Wallace & Tiernan Co., Inc., Newark, N.J., was announced the winner in the mail ballot election for the office of president-elect of the American Association of Cereal Chemists. His opponent was R. A. Barackman, Victor Chemical Works, Chicago Heights, Ill.

The results of the mail ballot election were announced at a business meeting of the American Association of Cereal Chemists during the organization's convention May 15-19 at Hotel Sheraton.

D. B. Pratt, Jr., director of production for the B. A. Eckhart Milling Co., Chicago, was named treasurer of the organization, winning over Paul W. Hodler, the Kroger Co., Cincinnati. The offices of president-elect and treasurer were the only two to be filled this year. Frank P. Schwain, Procter & Gamble, Ivorydale, Ohio, is the secretary of AACC.

—BREAD IS THE STAFF OF LIFE—

MICHIGAN MILLERS HOLD SERIES ON GRAIN DAMAGE

A series of 18 meetings on grain damage factors and their control is being conducted by the Michigan State Millers Grain Committee. Twelve meetings have been held from May 16 through May 23 and six more are scheduled, two each on May 24, May 26 and May 29.

Cooperation of the Michigan Bean Dealers Assn. and the Michigan Associated Feed Men was obtained by the millers' group in connection with the meetings.

—BREAD IS THE STAFF OF LIFE—

CEREAL CHEMISTS CHANGE 1951 CONVENTION DATES

CHICAGO—The 1951 convention of the American Association of Cereal Chemists will be held in Minneapolis May 21-25. The announcement was made during a business meeting of the organization at its 1950 convention, which was held at Hotel Sheraton.

The convention was originally scheduled for the week of May 14 at Minneapolis, which would have conflicted with the annual convention of the Association of Operative Millers, which is scheduled to be held at Hotel Sherman, Chicago, May 14-19.

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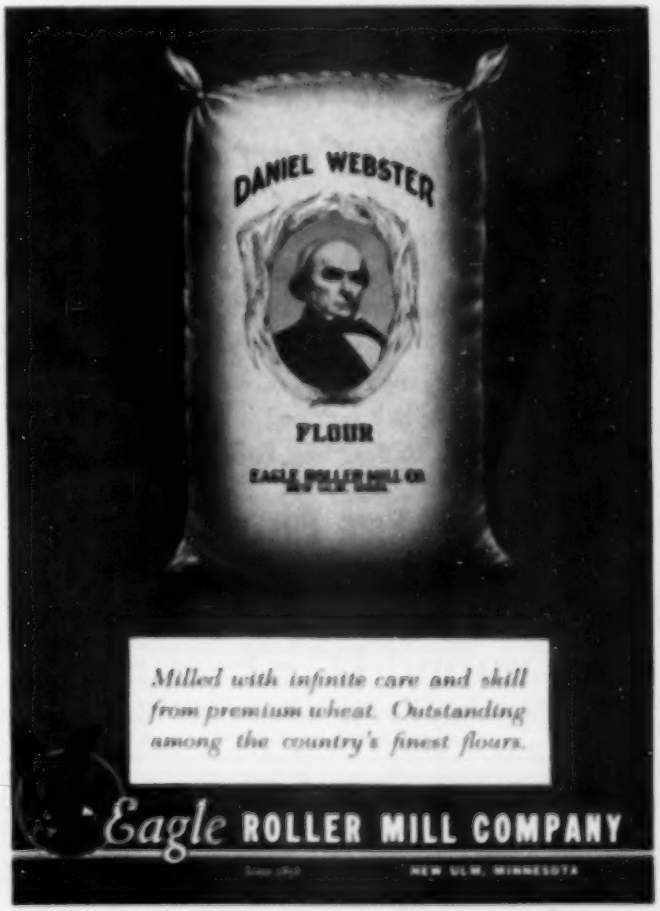

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"Diamond D" A High Grade Baker's Spring Patent. Milled under Laboratory Control from Montana Spring Wheat.
Sheridan Flouring Mills, Incorporated
SHERIDAN, WYOMING

CONTINENTAL GRAIN CO. MILLING WHEAT FROM EVERY PRODUCING SECTION OF THE UNITED STATES

TERMINAL ELEVATORS: Chicago, Columbus, St. Louis, Portland, Kansas City, Galveston, Omaha, Enid, Toledo, Buffalo

OFFICES: Nashville, Enid, New York, Chicago, Kansas City, St. Louis, Omaha, Peoria, Galveston, Portland, San Francisco, Vancouver, B. C., Minneapolis, Davenport, Columbus, Buffalo, Winnipeg

A. James Sowden

(Continued from page 17)

32 million of which were exported, leaving a domestic consumption of about 203 million sacks. What is the bottom we can reasonably expect these falling consumption figures to reach? Well, in 1935 we hit a low of a little less than 190 million sacks, of which about 6½ million sacks were exported. Somehow we survived that six-year period in the 30's—'32 through '37—when our total annual production, both export and domestic, was below 200 million sacks. With the succession of good years just past, not including the last two, our 1950 financial position should be at least equal to that of 1931, so even if consumption drops still further, we could probably stagger through another such period if we had to.

Now to get back we can reasonably expect an increase in the future, from the gradually increasing population rate alone. So maybe we aren't quite so close to that lean six-year period as we might at first suppose.

Since the heavy producing days of 1947, sufficient mills have closed so as to lower our daily capacity to a little less than 900,000 sacks.

On the basis of the five-day week — 260 days a year — this capacity could produce roughly 234 million sacks annually, or just about a balance with our 1949 consumption—both domestic and export. Since it is doubtful that 1949's export level of some 32 million bags can be maintained, we will have to compensate for the reduction in one of three ways:

(1) Less running time, (2) further elimination of capacity—closing mills, (3) by increasing over-all consumption both domestic and export.

None of us are very eager to dwell on the first two, so let's talk about the third point. Right now, the Long Range Program looks like our best hope for increasing domestic consumption of flour.

Let us look five years ahead. In 1955 experts estimate that a 3-lb. increase in our per capita flour consumption to 140 lb. annually should net a domestic consumption of about 222 million sacks.

If our exports can be kept above 10 million sacks—and I am fully aware no one guarantees us even that much foreign business — we would find our total 1955 consumption at 232 million sacks or within 2 million sacks of our present estimated capacity on a five-day week average production. (1937 was the last year in which our exports were less than 10 million sacks, including Lend Lease, and we certainly should be able to face the export picture with confidence under the able leadership of Mr. Files and Mr. Locke.) Now, of course, if the per capita level should drop below 137 lb. without being made up in exports, the picture becomes progressively less cheerful.

In view of the present economic conditions facing us all, it is easy to understand our failure to secure sufficient pledges to maintain the Long Range Program in its entirety. It is regrettable that the consumer advertising portion had to be recessed, but let us hope that conditions next year will improve sufficiently to permit the resumption of this vital section of our effort. We have proved our ability to compete with other industries, particularly those which have made such inroads on our own markets. The lower our total consumption goes, the more we'll have to chisel one another, but the sooner we can reverse this declining consumption curve—both domestic and export—the sooner we get back to profitable operation.

John Crosby of General Mills gives this encouragement to the young men of the present, "Too many young people today are looking for security and are giving up more and more of their freedom to get it. Actually there is more opportunity in the world today for people who are not afraid of hard work than when I was a young man."

Older millers are bequeathing a splendid heritage to their successors —a challenge to our initiative and intelligence—and I consider it a distinct privilege to belong to this ancient and honorable group of hard-hitting, hard-headed perfectionists.

MINNEAPOLIS AD CLUB HEARS SAMUEL C. GALE

MINNEAPOLIS—Samuel C. Gale, vice president of General Mills, Inc., Minneapolis, was the featured speaker at the May 17 luncheon meeting of the Advertising Club of Minneapolis. Mr. Gale, who was recently named chairman of the Advertising Council, Inc., outlined the functions of the council and urged greater participation in council campaigns by local advertisers and agencies.

The ad club presented a plaque to Mr. Gale honoring him for his election to "the top advertising post in the country."

"Advertising is playing a mighty role in promoting the cause of world peace," Mr. Gale said in his talk on "The Fourth Dimension in Advertising." "The peace, it seems to me, must be won basically by appealing to the enlightened self-interest of peoples everywhere and advertising has proven itself in selling goods and services as a master force in appealing to people's self-interest."

ELEVATOR BEING BUILT

ROCKPORT, IND. — A group of Owensboro, Ind., men has filed letters of incorporation as the Rockport Grain Co., Inc., and has begun construction of an elevator. Facilities will include four grain tanks and new handling and cleaning equipment. Storage facilities for 20,000 bu. will be provided. A drying plant is planned for next fall. S. R. Berry, associated for the past seven years with the Owensboro Grain Co., will be general manager. J. A. Dunn is president of the company.

A. E. BAXTER ENGINEERING CO.
Designers and Engineers for Mills, Elevators and Feed Mills
900 ELECTRIC BUILDING BUFFALO 3, NEW YORK

SIMONDS-SHIELDS-THEIS GRAIN CO. GRAIN MERCHANTS
Storage Capacity 4,000,000 Bushels Kansas City, Mo.

Michigan Millers Change Meeting Dates and Place

ST. CLAIR, MICH.—The summer meeting of the Michigan State Millers Assn. will be held June 25-27 at the St. Clair Inn at St. Clair. This was announced recently after a poll of the association's executive board.

The meeting originally had been scheduled for June 22-24 at Owosso. The Harris Milling Co. had invited the association to meet there because it had expected to have its new mill in operation and ready for a visit by the industry. However, it was pointed out, these plans did not develop as rapidly as expected, and the change was made.

Highlights of the convention will include the appearance of Howard W. Files, vice president, Pillsbury Mills, Inc., new president of the Millers National Federation. Also expected to attend are Donald S. Eber, executive secretary of the Association of Operative Millers; Herman Steen, executive vice president of the MNF, Chicago, and Paul M. Marshall, vice president and secretary of the National Soft Wheat Millers Assn., Chicago.

Under the tentative program, Sunday, June 25, will be devoted to arrivals, golf and informal entertainment. The open meeting will take place Monday morning, with golf and other social activities in the afternoon and the allied association's cocktail party and the association's banquet in the evening. A closed executive meeting is planned for Tuesday morning.

FEDERATION PAYS TRIBUTE

Convention Honors 19 Members and 1 Staff Member Who Died During Past Year

CHICAGO—The convention of the Millers National Federation paid tribute to the memory of 19 members and 1 staff member who died during the past year. In a resolution, the federation expressed its sympathy to the families, friends and associates of the following:

Marvin C. Atherton, vice president, Royal-Barry-Carter Mills, Lebanon, Tenn.

Charles Bolte, retired president, Slater (Mo.) Mill & Elevator Co.

William C. Bowman, president, Scott County Milling Co., Sikeston, Mo.

James M. Bruzek, vice president, International Milling Co., Minneapolis.

C. Omer Crissman, president, Utica (Mich.) Milling Co.

Willis C. Helm, chairman, Russell-Miller Milling Co., Minneapolis.

Ralph W. Hoffman, retired president, Flour Mills of America, Enterprise, Kansas.

David C. Morton, retired president, Ballard & Ballard Co., Inc., Louisville.

Alexander Nebinger, sales manager, General Mills, Inc., Buffalo.

Lorenzo F. Orbe, president, New Jersey Flour Mills Co., Clifton, N.J.

David G. Page, retired president, Thomas Page Mill Co., Topeka, Kansas.

V. G. Pickett, retired president, Everett, Aughenbaugh & Co., Waseca, Minn.

Alfred F. Pillsbury, retired treasurer, Pillsbury Mills, Inc., Minneapolis.

Otto Rummel, manager, Star of the West Milling Co., Frankenmuth, Mich.

Edwin M. Sparks, vice president, Milnor & Sparks, Alton, Ill.

H. G. Stinnet, Jr., president, Harvest Queen Mill & Elevator Co., Plainview, Texas.

F. P. Wheeler, retired president, Red River Milling Co., Fergus Falls, Minn.

Howard L. Wilkins, president, Wilkins-Rogers Milling Co., Washington, D.C.

Emil Wolff, secretary-treasurer, Wolff Milling Co., New Haven, Mo.

Miss Edna Maycock, federation staff.

MNF Convention

(Continued from page 16)

to their industry, and (3) relationship of millers to their country.

Mr. Morton cited the great changes which have developed in customers' eating and buying habits. He spoke of the advances made by other food industries competing with flour millers for a share of the consumers' dollars, such as attractive packaging, efficient distribution, advertising and research.

"We must carry on research work and we must sell, sell, sell if we are to hold our own or progress in the face of these modern developments," he said.

The milling industry should realize that the cry for pensions and welfare on the part of milling employees is very real and the industry should face it, Mr. Morton pointed out in discussing the relationship of millers to their industry.

"We must develop men who have the spirit to produce and to sell and to develop such men, we must provide them a good industry in which to make a career," he said.

In speaking of the industry's relationship to its country, Mr. Morton said that if "we do nothing but complain about government activities or indifferences, we get only what we deserve. The only way to correct it is to get busy and voice our opinions in the election of our government representatives."

(The text of Mr. Morton's address appears on page 11.)

Wheat Improvement

Elmer W. Reed, vice president, Flour Mills of America, Kansas City, and chairman of the grain standards committee of the Millers National Federation, brought the millers up to date on the activities of the committee in improving quality of wheat, with special reference to insect and rodent contamination controls. He complimented the grain trade on its cooperation with the milling industry in trying to clean up the raw material situation.

The educational programs at the country elevator and farm levels now under way in Kansas and Michigan received high praise from Mr. Reed and from Jess B. Smith of the Kansas Wheat Improvement Assn. Mr. Smith pointed out that the Kansas program is being conducted on a civic basis, with town and country government officials and even the governor of the state taking a part in sponsoring better and cleaner wheat as a project of civic pride.

Mr. Reed said that it could not be said yet whether the 12-mill research program of the Food, Drug & Cosmetics Administration would result in changes in grain grading standards. The problem of insect and rodent contamination must be researched fully before attempting to write an answer to it, he said.

TALL QUARTET—Height was a requirement for a man to get in the picture shown above, taken during the cocktail party at the Mid-Century convention of the Millers National Federation, Edgewater Beach Hotel, Chicago, May 15-17. The shortest man in the group is 6 ft. 3 in. tall. The men are, from left to right, J. A. Mueller, Nebraska Consolidated Mills Co., Omaha; R. M. Pease, Colorado Milling & Elevator Co., Denver; C. A. Scott, Merck & Co., Inc., Minneapolis, and Rogers C. B. Morton, Ballard & Ballard Co., Inc., Louisville. Shown in the background is one of the picture panels which included some of the men who have served as presidents of the federation during the past 50 years.

Mr. Smith said that the CCC grain storage bins and the majority of farm grain bins were harbors for grain weevils and rodents. It is difficult or impossible to turn the grain in these bins for fumigation or cleaning. He stated that the problem simmers down to one of good housekeeping from the farm up and that it must begin at the farm level.

He urged millers to support educational programs in their own communities by holding meetings and showing farmers how improving the quality of their grain puts money in their pocketbooks. Farmers should know these things, Mr. Smith pointed out, but they do not, in many instances, and have to be shown.

Herman Steen, executive vice president, MNF, described the methods of fumigating boxcars and stated that as yet no method had been developed that was 100% effective.

Consumer Ads Halted

At the Tuesday afternoon session, members endorsed the recommendation of the board of directors that consumer advertising portion of the long-range program be temporarily set aside and an enlarged educational and publicity program be undertaken through an expanded program of the Wheat Flour Institute. It was made clear from the discussion from the floor that many millers hoped that the consumer advertising would be resumed as soon as economic conditions in the milling industry made it possible.

To expand the Wheat Flour Institute activities, dues for 1950 will be on the basis of $0.0013 a cwt. of production in the first quarter and $0.00195 for the remaining three quarters. In addition, some of the surplus funds remaining from the consumer advertising program will be transferred to the Wheat Flour Institute program.

An interesting phase of research work being done on bread in the diet was presented as a progress report by Mrs. Clara G. Snyder. The report showed the results obtained with a reducing diet in which white bread was included up to the levels of the average diet recommendations of the National Research Council. A more complete presentation will be made later, it was said.

The Centerpiece of Progress

"From the days of ancient Egypt—far more than 6,000 years—bread has symbolized the centerpiece of man's material progress," Dr. Laurence M. Gould, president of Carleton College, Northfield, Minn., said in his address during the closing session of the convention. Dr. Gould emphasized that "freedom without bread is license to die, but bread without freedom is the life of the beast."

Stating that ours is an age of extremes, Dr. Gould pointed out that somewhere between the life of freedom and that of the beast there is a balance between the forces necessary to safeguard the welfare of the group and yet protect the rights of the individual.

The speaker cited the rise and fall of the Roman Empire as a warning of what can happen to present-day civilization.

"To the seven hills of Rome tribute from all of the known world was brought," Dr. Gould said. ". . . Then began a slow decay. The empire crumbled from within. A hearty race succumbed to the idea that the government could do for the people what they should do for themselves. Integrity and thrift gave place to corruption and waste."

At the speakers' table during the luncheon meeting were Howard W. Files, Pillsbury Mills, Inc., Minneapolis, president of the federation; John J. Vanier, Western Star Mill Co., Salina, Kansas, first vice chairman of the federation; Atherton Bean, executive vice president, International Milling Co., Minneapolis, who introduced Dr. Gould; E. H. Leonard, president of the Preston-Shaffer Milling Co., Walla Walla, Wash.; Frank J. Allen, Bay State Milling Co., Winona, Minn.; Herbert J. Campbell, counsel emeritus; Glenn G. Paxton, new federation counsel, and Dr. Gould.

CORN MILLERS HEAR OFFICIAL OUTLINE SANITATION PROGRAM

George P. Larrick, Food and Drug Administration, Reports on Investigational Procedures—All Officers of Group Re-elected

By DON E. ROGERS
Central States Manager
The Northwestern Miller

CHICAGO—Corn millers at the annual meeting of the American Corn Millers Federation in the Drake Hotel May 18 heard George P. Larrick, associate commissioner, Food & Drug Administration, Washington, outline the FDA investigational program of sanitation for corn and corn meal. The operating procedures had been drawn up following a meeting April 12 in Chicago between FDA officials and representatives of the corn millers' federation. (The Northwestern Miller April 18, 1950, page 10.)

Mr. Larrick said that six of the seven mills to be used as test plants in the sanitation research program have been selected and that the program will get under way in the near future.

All officers of the federation were reelected by unanimous vote on recommendation of the nominating committee that the men familiar with the pending FDA program and other industry problems were best qualified to guide events through another year. They are: S. H. Werner, Illinois Cereal Mills, Paris, Ill., president; C. R. Martin, Quaker Oats Co., St. Joseph, Mo., first vice president; R. B. Evans, Evans Milling Co., Indianapolis, Ind., second vice president; R. C. Huth, Chas. A. Krause Milling Co., Milwaukee, treasurer. Harry Hunter, Chicago, is secretary of the federation.

All directors were reelected for one year, as follows: J. J. Mullen, General Foods Corp., Kankakee, Ill.; C. M. Cross, Decatur (Ill.) Milling Co.; G. K. Crutchfield, Knox Crutchfield, Lynnwood, Va.; A. B. Forbes, Forbes Bros. Central Mills Corp., Topeka, Kansas; James A. Guinn, Guinn Bros. & Co., Huntington, W. Va.; E. H. Humphreys, Humphreys Mills, Memphis; Howard Lauhoff, Lauhoff Grain Co., Danville, Ill.; R. C. Miner, Miner-Hillard Milling Co., Wilkes-Barre, Pa.; E. W. Morrison, Morrison Milling Co., Denton, Texas; Frank Sorenson, Kellogg Co., Omaha; A. E. Udell, Kellogg Co., Battle Creek; W. P. Kyle, Albers Milling Co., Los Angeles.

F. L. King, Patent Cereals Co., Geneva, N.Y., was elected a director to succeed T. K. Fahy of that company, who died during the year, and Charles H. Johnson, Crete (Neb.) Mills, was named to fill a vacancy caused by the death of J. F. Weinmann, J. F. Weinmann Milling Co., Little Rock, Ark.

Mr. Larrick said that the overall problem in the FDA research program is to determine "how we can be sure the 2% of the total corn crop (approximately 63 million bu.) which is used to make corn meal and grits is clean and otherwise suitable for consumption as human food."

Program Divided

"This program can be divided into three parts. First, a mill and milling program; second, corn sampling at the mills, and third, corn sampling at terminal markets," he said. "We must conduct studies in mills which are clean and which will remain clean during the entire year that the program will be in operation. The test mills will include large mills, mills of intermediate size and also small mills. Some of the mills grind yellow corn and some grind white corn and mills employing both roller and the stone burr type of equipment are included. Some of the mills selected will produce degerminated corn meal and some whole grain meal and both wet and dry cleaning procedures will be represented.

S. H. Werner

"Food and drug inspectors who have been given special training will visit each of the test mills every two weeks during the warm months and once a month during the winter," Mr. Larrick continued. "At the time of each visit they will make a sanitary inspection to be sure that the mill is still clean. The inspector will take a sample of the uncleaned corn as it begins its journey through the mill. He will collect a sample of the same corn after cleaning and just prior to grinding. He will take representative samples of all of the edible products, such as grits, corn meal and corn flour. The inspectors will examine the uncleaned corn and the cleaned corn for evidence of contamination by rodents.

"In the laboratory the samples of whole corn will be examined visually for evidence of insect damage. They will likewise be examined by passing them across sieves to determine whether or not surface insects are present. Internal hidden infestation will be checked by both the cracking and flotation test and by a staining procedure. The finished corn meal and other edible products will be examined by the conventional methods for insect and rodent excreta fragments.

"Approximately 50 additional mills have been selected throughout the country from which samples of corn will be taken. These samples will be collected at monthly intervals throughout the entire 12-month period.

"A separate series of samples will be taken each month in some nine important grain markets. The corn samples obtained in these latter two parts of the program will be subjected to the same examination as that previously described under the mill program.

"The principal objective of this program is to determine to what extent there is hidden infestation in corn which cannot be readily detected by millers through simple visual examination of the raw material.

Program Outlined

"The investigational program should show:

"1. The proportion of market corn which is free of insect infestation, and that which contains various percentages of infestation.

"2. The proportion of market corn which is free of rodent contamination, and that which is contaminated to varying degrees.

"3. The proportion of market corn which is free of both insect infestation and rodent contamination, and that which contains such material in varying quantities.

"4. The proportion of market corn, if any, which appears on visual examination to be free of insect infestation but which contains internal infestation.

"5. The time of the year at which insect infestation in market corn reaches its peak.

"6. The time of the year at which rodent contamination reaches its peak.

"7. The same information as that listed in items 1 through 6 for corn actually being purchased and used by mills.

"Items 1 through 7 will permit a conclusion as to whether there is enough clean corn available if millers are able to find it. The information acquired will indicate the relative hazard in purchasing corn at different times of the year, from particular localities, of particular grades, or from different types of storage. This does not mean, of course, that the miller will be able to select his corn without looking at it, but may be of substantial help in pointing the way toward better selectivity of corn for food use.

"The program will show the extent to which a miller could use the sampling, visual examination and sieving procedures set forth in the program as a guide to the selection of corn. We are frank to say that these are minimum procedures, necessary because we have only limited manpower available for the work, and may not detect all infestation or contamination which might be detected by the use of larger samples, or more complicated sampling methods. It may be that the miller would have to increase the scope of sampling to insure against missing pockets of infestation or contamination.

"We believe the program will indicate how far the miller will have to go in this regard. The investigation should also clearly show whether it is necessary to supplement the visual examination and sieving test with the laboratory tests to detect the so-called hidden infestation. We hope that this work will further the development of simple, practical methods for sampling and examining corn to make sure it is free from filth.

"If insect infestation or other foreign material is found in the cleaned corn being used, the program will show what may be expected in the corn meal, in terms of insect fragment count and other indices of contamination. The program will also show whether corn meal will contain some insect fragments or other filth even though all of the tests and observations made on the corn failed to show insect damage or rodent contamination.

"The program will provide general information as to the extent to which infested or contaminated corn can be cleaned in the mills being studied. If all of the filth is being removed by some mills, it will show that. If the equipment being used by some mills removes little or no filth, it will show that. It will not show specifically whether one piece of equipment or brand of equipment is better than another, but it will permit general conclusions as to the effectiveness of the

LINGHAM TRIBUTE—W. P. Bomar, president of the Bewley Mills, Inc., Ft. Worth, Texas, is pictured as he signs the illuminated scroll prepared for presentation to F. J. Lingham at a dinner held in his honor. The affair was a feature of the Mid-Century convention of the Millers National Federation, held at the Edgewater Beach Hotel, Chicago, May 15-17. More than 100 millers attended the dinner to honor the retired mill president and former head of the federation. The man in the background is Leslie N. Perrin, president of General Mills, Inc., Minneapolis, awaiting his turn to sign the scroll.

SIGNING SCROLL—E. H. Leonard, president of the Preston-Shaffer Milling Co., Walla Walla, Wash., is pictured as he affixes his signature to the illuminated scroll presented to F. J. Lingham at a dinner held in connection with the Mid-Century convention of the Millers National Federation, Edgewater Beach Hotel, Chicago, May 15-17. In the background are J. C. Beaven, president of the Standard Milling Co., Chicago, and P. I. Welh, general manager of the Preston-Shaffer company. The scroll, containing the signatures of the more than 100 guests who gathered to honor Mr. Lingham, was presented to him during the dinner. Mr. Lingham, who retired recently after having sold the Federal Mill, Inc., was president of the federation for two different terms.

over-all cleaning being done in these mills.

"We are sincere in believing that this program will be of real value in pointing up the problems of the millers and in at least indicating the direction in which the solutions lie."

Mr. Larrick admitted that the research program might possibly reveal that even the best market corn available contains too much contamination to meet the FDA requirements of sanitation, but that the food and drug laws were not intended to expect anyone to do the impossible and that they are interpreted as meaning compliance on standards that are reasonable and possible. He said that the present grade standards for corn are looked upon as standards for corn used as livestock feed. It might be that meal specifications for raw corn might be necessary.

The corn millers voted to increase membership dues in the federation to ¼ mill bu. on corn ground for other than animal feed, with a minimum of $45 a plant and a maximum of $3,600 a plant.

James A. Guion, chairman of the technical committee, reported on the research work that has been under way for three years to improve corn milling sanitation. This committee received high praise for the work it has done in bulletinizing its findings to federation members.

The hominy feed committee reported on its work of straightening out variations in recent published reports on vitamin A content of hominy feed. Two folders on hominy feed were published by the committee during the past year. One of them relates to hominy feed in general and the other, entitled "Hominy Feed and High Energy Feed," was drafted for special use in the poultry field. The committee reported cordial receipt of the latter folder from poultry men in all sections of the country.

J. J. Mullen, chairman of the federation's Washington committee, reported on the public hearing on corn held July 20, 1949, by the Senate subcommittee on utilization of farm crops. The Senate committee was seeking information as to expanded uses of corn for food, feed and industrial purposes.

Mr. Werner outlined the federation's activities of the past year and reviewed the predictions he had made at the beginning of the term. Instead of finding greater outlets for corn products as a result of the bumper crop of corn, consumption apparently has barely held its own, he said. Estimates for 1950 per capita consumption of corn meal is placed by the USDA at 15 lb., as compared with 15 lb. in 1949, 14.5 lb. in 1948, 14.6 lb. in 1947, 15.9 lb. in 1946 and 22.9 lb. average 1935-1939. Hominy grits per capita consumption was 2.4 lb. for each year since 1948.

Export markets for corn meal are practically nil, Mr. Werner said, and blamed the policy of the Army and ECA programs since the war ended of sending large quantities of corn to Germany and Japan for relief purposes and then grinding it in wheat mills, with the result that the product was of poor quality and left a bad impression on foreign consumers.

Mr. Werner outlined a 14-point program for the corn millers in 1950, including efforts to double the membership in the federation, conduct more group meetings by dividing the country into zones, stimulate consumption of corn meal, support the hominy feed committee and technical committee activities, cooperate with the FDA in its investigational program.

MOSTLY PERSONAL

Carl Schenker, division manager, Globe division, at Portland, Ore., for Pillsbury Mills, Inc., returned to New York from the Flour Millers Export Assn. meeting in Chicago, with **George S. Pillsbury**, overseas vice president, and **Rudolph Vogel**, New York manager of that division.

●

T. H. Sherwood, vice president and general manager, Walnut Creek Milling Co., Great Bend, Kansas, was a recent New York visitor on a business and pleasure trip.

●

Harry Shore, vice president, Van Dusen Harrington Co., Minneapolis, was the exchange guest of **R. F. Cunningham**, as he passed through New York recently on his way home from a two-month trip to North Africa and Europe.

●

A. B. Sparboe, president, flour milling division, Pillsbury Mills, Inc., Minneapolis, will speak May 24 at one of a series of World Trade Week luncheon meetings in Minneapolis. Mr. Sparboe will address the Business Forum.

●

W. E. Bindemagel, manager, Cargill, Inc., Kansas City, and **Mrs. Bindemagel** vacationed last week in Chicago.

●

John U. Lemmon, 3rd, and **Miss Cynthia B. Stone**, both of New York City, were married May 7, in Peoria, Ill. **John U. Lemmon, Jr.**, vice president of the Doughnut Corporation of America and past president of the Allied Trades of the Baking Industry, father of the groom, acted as best man. The younger Mr. Lemmon is a graduate of Harvard University, where he was a member of the Hasty Pudding Club, and he is now acting in television.

●

A picture of **Samuel C. Gale**, vice president and director of advertising, General Mills, Inc., Minneapolis, appears on the cover of the May issue of Advertising Age. Mr. Gale recently was elected chairman of the Advertising Council.

●

Wilson F. Tanner, partner, Brown's Hungarian Co., New York, returned May 20 from a week's stay in Ft. Lauderdale, Fla.

●

James L. Jewell of L. R. Jewell & Son, flour and feed broker, Kansas City, spent last weekend with his family in the Ozarks.

●

Gerard Joseph, Haitian flour merchant, was a recent visitor at the New York offices of Pillsbury Mills, Inc., while en route to Europe.

●

J. W. Ganglehoff, editor of Modern Millwheel, employee publication of General Mills, Inc., Minneapolis, has been named vice president for the west central area of the International Council of Industrial Editors. He was elected at the group's ninth annual conference in Pittsburgh.

●

Mrs. A. G. Bemmels, wife of **A. G. Bemmels**, Minneapolis flour and feed broker and jobber, arrived in Paris by plane May 18 to visit her daughter, **Doris L. Bemmels**, who has been with the American Red Cross for six years. Mrs. Bemmels and Miss Bemmels plan to tour Italy, Switzerland, Germany and Austria and will see the Passion Play in Germany. Mrs. Bemmels will return home by plane about June 30.

●

Several Kansas City Board of Trade couples welcomed the arrival of youngsters—all girls—into their families recently. **Pearsall Helms**, Cargill, Inc., and **Mrs. Helms** announced the birth May 11 of a daughter, **Susan Emily**. A daughter, **Janet**, was born May 15 to **Mrs. John T. Burton**, and **Mr. Burton**, Merrill Lynch, Pierce, Fenner & Beane. On the following day the **Max Bates** had a daughter, **Sharil De Ann Bates**, born at 8:25 a.m. Mr. Bates is president of the Bates Grain Co.

●

Claude F. Tillma, branch manager, grocery products sales, Pillsbury Mills, Inc., Oklahoma City, and **Charles C. Reynolds**, general manager of Acme Flour Mills Co., Oklahoma City, attended a recent Kiwanis Club fishing party at Lake Murray near Ardmore, Okla. The millers did their annual stint of pancake making to serve the 125 members attending the weekend party.

●

A. H. Anders, Russell-Miller Milling Co., St. Joseph, Mo., stopped recently for a visit with Hutchinson, Kansas, grain men while en route to the Southwest for a crop inspection tour.

●

C. W. Bedsworth, special representative with the National Biscuit Co.'s sales force in Pittsburgh, was honored recently at a dinner marking his retirement June 1 after 47 years with the firm. Mr. Bedsworth was presented with an automobile from his fellow employees. Among the guests were **T. F. Burke**, company vice president, and **Shelby V. Timberlake**, general sales manager, New York.

●

Announcement has been made of the engagement and approaching marriage July 2 of **Miss Kathlyn Roberts**, Okmulgee, Okla., and **Charles Robert Reynolds**, Oklahoma City. The groom-elect is the son of **Charles C. Reynolds**, general manager of the Acme Flour Mills Co.

●

Elmer A. Whiteman, formerly general milling superintendent, General Mills, Inc., is in a Minneapolis hospital for observation and minor surgery.

●

Mrs. R. K. Durham, wife of the director of the department of quality control, Pillsbury Mills, Inc., has joined **Mr. Durham** in Minneapolis. The Durhams plan to sell their Kansas City home and buy a house in Minneapolis.

●

F. H. Dunsford, Great Star Flour Mills, Ltd., St. Mary's Ont., and **Mrs. Dunsford** are sailing May 26 for an extended tour of the U.K.

●

F. J. FitzPatrick, vice president, Simonds-Shields-Theis Grain Co., Kansas City, received as a visitor in Kansas City May 22 his former commanding general, Lt. Gen. George H. Brett, USA retired, was commanding general of the Caribbean Defense Command during the war. He is now living in retirement in Winter Park, Fla.

TESTIMONIAL DINNER—Above are some of the millers at the head table at the dinner honoring F. J. Lingham, who was until his retirement recently president of Federal Mill, Inc., Lockport, N.Y., and who has served two separate terms as president of the Millers National Federation. The dinner was held during the federation's Mid-Century convention at the Edgewater Beach Hotel, Chicago, May 15-17. Shown in the picture, from left to right, are John L. Locke, Fisher Flouring Mills Co., Seattle, retiring president of the federation; G. S. Kennedy, vice president, General Mills, Inc., Minneapolis; Mr. Lingham; J. S. Green, Williams Bros. Co., Kent, Ohio, toastmaster for the dinner, and Paul T. Rothwell, Boston, president of the Bay State Milling Co., Winona, Minn., who was the main speaker.

AACC OFFICERS—New officers to serve the American Association of Cereal Chemists were installed at the organization's annual convention held at Hotel Sheraton, Chicago, May 15-19. The new officers, from left to right, are Dr. J. A. Shellenberger, head of the department of milling industry, Kansas State College, Manhattan, president; Dr. H. R. Parker, director of flour research, Wallace & Tiernan Co., Inc., Newark, N.J., president-elect; F. R. Schwain, Procter & Gamble, Ivorydale, Ohio, secretary, and D. B. Pratt, Jr., B. A. Eckhart Milling Co., Chicago, treasurer.

M. F. Mulroy

(Continued from page 13)

Manitoba wheat, which is the standard set up in the IWA.

2. The promotion of the export of flour instead of wheat even to the extent of pointing out the possible necessity of a flour subsidy to offset advantages other exporting countries have over us in handling the export of their flour.

3. The encouragement of reciprocal trade treaties and the elimination from these treaties and regulations in all importing countries of any rule or regulation that is detrimental to the importation of our flour.

Many people talk about the subsidy as a necessary evil that we must put up with as long as it is in effect. Just as long as there is a farm program, we will have a subsidy or something worse. State trading would be very much worse than any subsidy program. Therefore, it is important that we make as workable as possible whatever program is in effect. When our government established minimum wages and then regulated working hours, the law of supply and demand went out the window.

Three Types of Programs

The farmer has too many votes to leave him without protection on the products of his labor when the labor going into everything he buys is protected. Therefore, we will always have a farm program based on some kind of parity. Right now there are three kinds of programs advocated by the government and by farm leaders:

1. The present support program.
2. The Brannan plan.
3. A two-price program.

The present support program will never work unless the government changes its policy to a more realistic approach to the disposition of our surplus. The short crop this year will temporarily bail out the government agencies, but the declining export market, with support prices that encourage the production of larger crops, will finally increase our surplus to a point where we will be in trouble.

Buying and storing and building more storage is not the answer to the farmers' problem. We have to find a market for the wheat we produce over the amount we need for domestic use. That market can only be found at world prices, quality considered.

Hits Brannan Plan

The Brannan plan is a vicious substitute that is proposed to replace the present support program. The difference in price would not be over 5@7¢ under the present 90% of current parity, and it would be about the same as parity in the Aiken bill. Wheat prices under this plan would fluctuate in the open market and the government would pay the farmer the difference between the market price and the income support price. The so-called advantage to the consumer is one of the strong arguments used in favor of this plan. Nothing is said about the necessity of taxes to make up the difference between the open market price and the income support price. It does not matter whether the consumer pays the cost in the price of flour and bread or in taxes. The taxes finally come from the consumer either direct or in the goods the consumer buys.

The Brannan plan is a very clever political instrument. It makes a strong bid for the farm vote and at the same time bids for the consumer vote by the promise of lower prices.

The two-price system has many supporters. If a two-price system is ever instituted without crop controls, the farming industry will soon sink to the low level of the milling industry at the present time. If you tell a farmer he can get $1.90 bu. for two thirds of his crop, he soon would be willing to accept $1.90 for half of his crop and would be willing to take a chance on what he could secure for the other half. If you pay the farmer $1.90 for the part of his crop that goes into domestic use, he would be tempted to increase his production to a point where the surplus that would be produced would lower world prices.

If the two-price system means that a certificate would be issued for the number of bushels that the farmer would be allowed to produce for domestic consumption and the processor would have to buy these certificates in order to produce flour for domestic use, then the producers would pay parity prices just as they now do. If the government redeems these certificates out of tax money, then the consumer would buy flour and bread at world prices but would pay the difference in taxes the same as he would under the Brannan plan.

The two-price system and the present support system are away ahead of the Brannan plan. The Brannan plan gives so much authority to the Secretary of Agriculture that the farming industry would have very little to say about operating their farms. In any of these plans the government buying agencies would be operating, and you would have government control. The government would have a loan program under each one of these plans and would control the price of wheat just as it now does. You know how that control works under the present plan.

Control Under Any Plan

All plans probably would provide for selling export wheat under cost or under market. You are going to have government control under any farm program and it is important to maintain favorable relations with the people in Washington who exercise that control as long as there is a disposition on their part to accept cooperation in handling controls fairly.

This is not a very bright picture to paint on what is ahead of us. I think the time has come to look at facts and not continue to base our operations on wishful thinking. Our export business will be maintained at present levels just as long as we furnish the money to enable any country to secure flour and wheat from us with not very much hope of ever repaying us. When we no longer furnish the money, our export business will shrink still further. It will shrink even under the present program unless we are able to persuade the authorities in Washington that the subsidy program should be extended to all countries and should be realistic, with proper consideration for the different values of the flour made from hard winter wheat and soft winter wheat as compared with flour made from No. 1 Manitoba.

Subsidy Regulation

(Continued from page 9)

disbursement of funds might be construed an attempt to by-pass congressional action.

Time is short wherein these exchanges of quotas may be made, and unless action is taken promptly to correct this impediment additional wheat or wheat flour export business may be lost since the new IWA quotas become available on Aug. 1, 1950.

Another factor of annoyance and obstacle to export business is the fact that at present ECA financing for exports of wheat and wheat flour during the month of July, 1950, is banned when subsidy is requested. Under the present ECA act, CCC is obligated to pay the IWA subsidy through June 30, 1950, only. At the time the wheat pact was adopted it was the intention of Congress that after the first year of IWA, ECA would take over the responsibility for the subsidy.

Since that time congressional plans have been altered, and it is now decided that CCC will continue to pay the subsidy. But the ECA appropriations bill has not been acted upon by Congress, and until that action takes place it appears that an area of doubt regarding the July, 1950, shipments of wheat and wheat flour will remain.

Another point of difficulty is found in the grant of authority to U.S. exporters under the wheat pact to ship these commodities prior to the time of sale. USDA modified its regulation in that respect to permit exporters to take advantage of full ocean cargo shipping rates. At a meeting with North American Grain Exporters Assn. officials and USDA subsidy specialists it was agreed that not more than one third of a full cargo of wheat or wheat flour or not more than 2,000 metric tons of these commodities, in case of less than full cargo lots, may be exported for sale either afloat or in store in foreign ports and be eligible for the subsidy payment in effect on the date of sale.

CCC officials are said to have requested that ECA earmark funds to cover future procurement authorizations for the quantity of wheat which had been shipped prior to sale. ECA officials are said to have rejected this request on the grounds that under those circumstances it would be difficult for them to get assurance that its funds were being used only for wheat or wheat flour of American origin.

Consequently, as far as ECA-financed deals are concerned the export prior to sale option is meaningless at this time.

The other important factor in the subsidy regulations is the opening of the new IWA year for export after Aug. 1, 1950. Beginning May 17, 1950, USDA ruled that sales of wheat and wheat flour can be made to IWA nations on the basis of the quotas which were in effect during the current year. The new daily subsidy announcements now cover the balance of the first IWA year and for the period from June 11 through July 31, 1951, on shipments from Gulf ports. The new subsidy periods on the East Coast are now May-June and July 1 through July 31, 1951. West Coast subsidy periods are May-July 15 and July 16 through July 31, 1951.

In regard to flour sales to nations with a relatively small import quota, frictions are reported in domestic milling circles as well as within the importing nations. These nations with small quotas may, it is feared, contract for flour imports for the full amount of their quotas with one U.S. mill, thereby closing out all competition in the importing nation at least until the subsidized flour has been sold. USDA officials are disturbed over this condition but see no way in which they can act to correct it.

Still Short of Quota

As the first year of the IWA draws to a close, excluding the German import quota, the U.S. is still approximately 60 million bushels short of its guaranteed sales of slightly more than 108 million bushels. (See table on page 37.)

The large import balances of Italy, Germany, Belgium and Ireland seem unlikely to be taken during the present year, and there is no indication that U.S. will alter its price policy and put wheat to these importers.

Copies of the new "terms and conditions" have been mailed to exporters of wheat and flour, and may also be obtained at the Production and Marketing Administration commodity offices. Sales under the new program should be reported to the CCC in Washington in the same manner as heretofore.

Flour Sales Summaries from Leading Markets

Prices reported in The Northwestern Miller's market reviews are for flour packed in 100-lb. cotton sacks unless otherwise specified. Mill list prices are quoted in the principal manufacturing centers and sales prices in the larger distributing centers. They represent average wholesale levels and do not take into account high or low extremes at which occasional individual sales may have been made. Except as noted, the price situation reported in these columns is that of the day preceding publication.

Southwest

Kansas City: Small sales, mostly single cars, were the rule for mills in the Southwest last week, and business was reduced from the preceding week. Nearness of new crop winter wheat movement and stronger prices asked for June than for spot held prospective buyers in abeyance. Sales averaged 33% of a six-day week capacity, compared with 46% the previous week and 42% a year ago. Export business was reduced to only 4% of total sales.

Further reduction in the demand for bakery flour occurred in this area last week. Mills were still caught between the period wherein May flour is booked by most customers and a preponderance of buyers are adverse to paying a premium for June delivery. It is an unusual situation when flour prices command a premium for deferred shipment over spot so near to the movement of a new wheat crop. Yet the sharp difference between spot and deferred millfeed prices and the existence of a relatively strong loan price for wheat, plus a hazardous growing season for the new wheat crop, have all contributed to the strength in June flour prices as compared with May.

The significant fact in last week's market was the unusually heavy number of requests for early shipping directions, a situation which resulted in an output last week in Kansas City which averaged five days for all mills. Mills made the best production total in Kansas City since the week ending March 4, when they operated at 80% of a six-day week capacity. Last week's output was 79% of capacity, compared with 67% the preceding week and 67% a year ago.

Unfilled order balances are low, but do not show much difference between this time a month ago or a year ago. The average balance with mills in the area is around 20 days. Little improvement is expected in this before the first of June.

Export flour sales were extremely slow again last week. Netherlands importers were seeking quotations of all grades of flour for shipment in June and July, but no business was reported out of the negotiations. Additional lots of flour were sold in the Americas to Cuba and Puerto Rico. Jamaica was purchasing 40,000 sacks of 1% ash last weekend.

Quotations May 20, carlots, Kansas City: hard winter bakery short patent \$5.35@5.45, standard 95% patent \$5.15@5.25, straight \$5.10@5.20; established brands of family flour \$6.25@6.95, first clears \$4.25@4.40, second clears \$4.05@4.10, 1% ash clears or higher \$3.75@3.90; soft wheat short patent \$6.70@6.90, straight \$5.35@5.45, cake flour \$6.25@6.75.

Five mills report domestic business fair, 4 quiet, nine slow, 4 dull.

Oklahoma: Sales averaged 28%, compared with 37% the previous week and 31% a year ago. Sales were domestic and divided 52% to bakers and 48% to the family trade. Operations averaged 68%, compared with 67% the previous week and 67% a year ago. Prices closed unchanged to 10¢ lower. Quotations, delivered Oklahoma points, May 20: carlots, family short patent \$6.10@6.90, standard patent \$5.85@6.55; bakery unenriched short patent \$5.55@5.90, standard patent \$5.30@5.65, straight grade \$5.20@5.55; truck lots 35¢ higher on all grades.

Salina: Flour business was rather draggy last week with prices about unchanged. Shipping directions are satisfactory.

Wichita: Mills operated at 69% of capacity last week, compared with 70% the preceding week and 80% a year ago. Domestic sales declined to average 38%, compared with 53% the previous week and 28% a year ago. Export sales were negligible. Shipping directions were only fair. Prices were up 5@10¢ sack for immediate delivery.

Hutchinson: Business virtually touched bottom for mills of the Hutchinson area last week. Inquiry was lacking, and new business was limited to a very few single carlots. Operations were down to 50% or less as the backlog shrank. Prices settled a little. Quotations, Kansas City basis: family patent \$5.90@6, bakers patent \$5.30@5.35, standard \$5.15@5.20.

Texas: Sales last week were off somewhat from recent weeks, amounting to 30 to 35% of capacity. Running time continued at three to four days. Prices were about unchanged as the decline in millfeed was about offset by cheaper wheat prices. Quotations May 20: family, extra high patent \$6.50@6.75, high patent \$6.10@6.45; standard bakers, unenriched \$5.40@5.65; first clears, unenriched \$4.75@4.80, delivered Texas common points.

Northwest

Minneapolis: Sales averaged about the same as the previous week, with interest limited to occasional carlots of flour to fill nearby requirements. An advance in prices, resulting from firm wheat markets and a slide in millfeed values, further cooled demand toward the end of last week. Very few bookings of up to 10,000 sacks were reported.

Few buyers of spring wheat flour are covered on June requirements, although some covered at least part of their requirements for that month in the most recent buying spurt two weeks ago.

A particularly good demand exists for clears, however, with supplies short because of limited milling of patents. Eastern buyers are said to be seeking supplies actively.

Directions on family flour improved last week as distributors and wholesalers replenished warehouse stocks. Only limited new sales were reported, all on a price-date-of-shipment basis. Prices were reduced 10¢ sack May 18.

Sales by spring wheat mills averaged 46.1% of capacity, compared with 41% the previous week and 67% in the corresponding week of 1949. Shipments from mills averaged 82.1% of capacity, compared with 75.5% the preceding week. (Sales percentage figures for this year are based on a five-day week; for last year on six days.)

Production at Minneapolis mills averaged 75% of capacity, compared with 78% the previous week and 52% in the corresponding week last year. For the entire Northwest, production averaged 69% of capacity, compared with 67% the preceding week and 59% a year ago.

Quotations May 22: standard patent \$5.75@5.90, short patent \$5.95@6.15, high gluten \$6.05@6.25, established brands of family flour, enriched \$6.90, first clear \$5.15@5.85, whole wheat \$5.55@5.75.

Interior Northwest Mills: Flour sales were reported light, although shipping instructions improved, possibly because of a threatened railroad switchmen's strike which was scheduled for this week but postponed. Production averaged 64% of capacity at interior mills, compared with 61% the previous week and 64% a year ago.

Central West

Chicago: The flour market remained very quiet last week, and new sales were at a very low ebb as buying interest continued lacking. Business was limited and the light volume of small lot sales was for prompt shipment. Bakers are reluctant to enter the bullish market and are only buying in small quantities to cover their immediate needs. Shipping directions were fair to good.

Family flour prices declined 10¢ last week, but this did not renew buying interest and sales were very spotty and in small lots only. Deliveries were fair.

Quotations May 20: spring top patent \$5.70@5.95, standard patent \$5.50@5.80, first clear \$4.80@5.35; family flour \$7.25; hard winter short patent \$5.45@5.60, 95% patent \$5.35@5.48, first clear \$4.90; soft winter short patent \$6.15@6.85, standard patent \$5.15@6.60, first clear \$5.30@5.80.

St. Louis: Local mills report new sales and shipping directions last week were light, buyers apparently holding back awaiting the new wheat crop. The demand for clears continued good, with the supply scarce.

Mills elsewhere in the central states report a tapering off in new flour business due, in part, to buyers having covered needs for the balance of this month with mills asking 10@15¢ more for June shipment. In addition, mills are not bringing hard pressure for sales for June shipment, fearing possible declines in the present high price of millfeeds. Shipping directions and operating time are fair. Clears continue in good demand, particularly the higher ash grades, which advanced 5¢ sack last week.

Quotations, St. Louis, May 20: family top soft patent \$6.50, ordinary \$5.45, top hard \$6.95, ordinary \$5.50; bakers soft winter short patent \$6.40, cake \$6.40, pastry \$5.20, soft straights \$5.35, clears \$4.70; hard winter short patent \$5.55, standard patent \$5.40, clears \$5; spring short patent \$6.05, standard \$5.85, clears \$5.35, low protein clears \$4.80.

Sales Under Wheat Agreement

Importing countries—	Guaranteed purchases	Exporting countries—total sales, 1,000 bu.: United States*: Wheat	United States*: Flour	United States*: Total	Australia†	Canada†	France‡	Total
Austria	11,022	9,726	1,229	10,657				10,657
Belgium	20,269	7,018	15	7,044		7,632		14,676
Bolivia	2,754	404	226	630		364		994
Brazil	13,328					3		3
Ceylon	4,409				4,499			4,499
Costa Rica	1,102		65	65		121		186
Cuba	7,422	34	1,298	1,332		3,264		4,596
Denmark	1,817	755	149	904		232		1,136
Dom. Republic	738		99	99		579		678
Ecuador	1,266		675	675		600		1,275
Egypt	8,810				6,006	3,003		9,009
El Salvador	404	33	334	367		115		482
Germany	44,139							
Greece	14,726	9,521	1,444	10,965		1		10,966
Guatemala	287		287	287		131		418
Haiti	1,029		81	81		945		1,026
India	18,287				18,274			18,274
Ireland	10,364	2,664	110	2,774		3,789		6,563
Israel	5,144	3,114	384	3,498	229	1,032		4,759
Italy	30,478	6,287	1,211	7,498				7,498
Lebanon	2,500		130	130		1		131
Mexico	8,160	4,827		4,827		349		5,176
Netherlands	25,721	16,281	3,870	20,151	2,097	209	1,175	24,229
New Zealand	4,505				2,796			2,796
Nicaragua	284		217	217		64		281
Norway	7,716	2,300	2,567	4,867	517	2,155		7,539
Panama	825		106	106		274		380
Peru	5,512	3,572		3,572		47		3,619
Philippines	7,262		734	734	7	476		1,217
Portugal	6,144	6,008	652	6,660	51	270		6,981
Saudi Arabia	1,327	37	347	384	19	235		638
Sweden	2,754				1,008			1,008
Switzerland	6,430					6,430		6,430
U. of S. Africa	11,022				2,040	5,596		7,636
U. K.	177,033	14,404	3,143	17,547	20,828	132,988	1,657	174,021
Venezuela	4,777		914	914		2,944		3,858
Total	572,181	93,[illegible]	25,764	118,744	78,893	174,063	2,397	361,991
Guaranteed quantities (exporting countries)				254,894	84,329	263,945	2,331	622,491
Balance				136,133	1,215	39,817	34	256,581

*Sales confirmed by CCC through May 16, 1950.
†Sales recorded by Wheat Council through May 12, 1950.
‡Unofficial quantities.

SUMMARY OF FLOUR QUOTATIONS

Week-end flour quotations, in sacks of 100 lb. (Canadian quotations in barrels of 196 lb.). All quotations on basis of carload lots, prompt delivery.

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring family	[illegible]	[illegible]	@	@	[illegible]
Spring top patent	[illegible]	@	@	@	@
Spring high gluten	@	[illegible]	@	@	[illegible]
Spring short	@	[illegible]	@	[illegible]	@
Spring standard	[illegible]	[illegible]	@	[illegible]	[illegible]
Spring first clear	[illegible]	[illegible]	@	[illegible]	[illegible]
Hard winter family	@	@	[illegible]	[illegible]	@
Hard winter short	[illegible]	@	[illegible]	[illegible]	@
Hard winter standard	[illegible]	@	[illegible]	[illegible]	[illegible]
Hard winter first clear	[illegible]	@	[illegible]	[illegible]	[illegible]
Soft winter family	@	@	@	[illegible]	@
Soft winter short patent	[illegible]	@	[illegible]	[illegible]	[illegible]
Soft winter standard	[illegible]	@	@	@	@
Soft winter straight	@	@	[illegible]	[illegible]	[illegible]
Soft winter first clear	[illegible]	@	@	[illegible]	[illegible]
Rye flour, white	[illegible]	[illegible]	@	[illegible]	[illegible]
Rye flour, dark	[illegible]	[illegible]	@	[illegible]	[illegible]
Semolina, standard	[illegible]	[illegible]	@	[illegible]	[illegible]

	New York	Phila.	Boston	Pittsburgh	Atlanta
Spring family	@	@	@	[illegible]	@
Spring high gluten	[illegible]	@	[illegible]	[illegible]	@
Spring short	@	@	[illegible]	[illegible]	@
Spring standard	[illegible]	@	[illegible]	[illegible]	@
Spring first clear	[illegible]	@	[illegible]	[illegible]	@
Hard winter short	[illegible]	@	[illegible]	[illegible]	@
Hard winter standard	[illegible]	@	[illegible]	[illegible]	@
Soft winter family	@	@	[illegible]	@	@
Soft winter straight	[illegible]	@	[illegible]	@	@
Rye flour, white	[illegible]	@	@	[illegible]	@
Rye flour, dark	@	@	@	[illegible]	@
Semolina, standard	[illegible]	@	@	[illegible]	@

	Seattle	Los Angeles
Family patent	[illegible]	@
Bluestem	[illegible]	@
Bakery grades	[illegible]	@
Pastry	[illegible]	@

	Toronto	**Winnipeg
Spring top patent	[illegible]	[illegible]
Spring second patent	[illegible]	[illegible]
Spring first clear	[illegible]	@
Spring exports§	[illegible]	@
Ontario soft winters	[illegible]	@

**In cottons, Fort William basis. §280-lb. cottons.

UNITED STATES VISIBLE GRAIN SUPPLY

Visible supply of grain in the U.S. as compiled by the secretary of the Chicago Board of Trade in bushels (000's omitted) on May 13, and the corresponding date of a year ago:

	Wheat 1950	Wheat 1949	Corn 1950	Corn 1949	Oats 1950	Oats 1949	Rye 1950	Rye 1949	Barley 1950	Barley 1949
Baltimore	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Boston	[illegible]	[illegible]		[illegible]						
Buffalo	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Afloat	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]			[illegible]	
Chicago	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Duluth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Enid	[illegible]		[illegible]							
Ft. Worth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Galveston	[illegible]	[illegible]	[illegible]	[illegible]						
Hutchinson	[illegible]	[illegible]					[illegible]	[illegible]		[illegible]
Indianapolis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		
Kansas City	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Milwaukee	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]			[illegible]	[illegible]
Minneapolis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
New Orleans	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]				
New York	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]				
Afloat	[illegible]									
Omaha	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Peoria	[illegible]	[illegible]	[illegible]	[illegible]						
Philadelphia	[illegible]	[illegible]	[illegible]	[illegible]			[illegible]	[illegible]	[illegible]	[illegible]
Sioux City	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
St. Joseph	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]	[illegible]
St. Louis	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Wichita	[illegible]	[illegible]							[illegible]	
Lakes		[illegible]								
Totals	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

SUMMARY OF MILLFEED QUOTATIONS

Week-end millfeed quotations, summarized from the market reviews, are based on carload lots, prompt delivery, per ton, packed in 100-lb. sacks, f.o.b. at indicated points:

	Chicago	Minneapolis	Kansas City	St. Louis	Ft. Worth
Spring bran	[illegible]	[illegible]	@	@	@
Hard winter bran	@	@	[illegible]	@	@
Soft winter bran	@	@	@	[illegible]	[illegible]
Standard midds.*	[illegible]	[illegible]	@	@	@
Flour midds.†	@	[illegible]	[illegible]	[illegible]	[illegible]
Red dog	[illegible]	[illegible]	@	@	@

	Buffalo	Philadelphia	Boston	Pittsburgh	Atlanta
Spring bran	[illegible]	@	[illegible]	[illegible]	@
Standard midds.*	[illegible]	@	[illegible]	[illegible]	@
Flour midds.†	[illegible]	@	@	[illegible]	@
Red dog	[illegible]	@	[illegible]	[illegible]	@

	Spring bran	Shorts	Middlings
Toronto	[illegible]	[illegible]	[illegible]
§Winnipeg	[illegible]	[illegible]	@

*Brown shorts. †Gray shorts. §Fort William basis.

GRAIN FUTURES—CLOSING PRICES

Closing grain futures quotations in leading markets, in cents per bushel:

WHEAT

	Minneapolis May	Minneapolis July	Minneapolis Sept.	Minneapolis Dec.	Chicago May	Chicago July	Chicago Sept.	Chicago Dec.	Kansas City May	Kansas City July	Kansas City Sept.	Kansas City Dec.
May 15	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
May 16	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
May 17	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
May 18	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
May 19	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
May 20	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

	CORN Chicago May	CORN Chicago July	RYE Chicago May	RYE Chicago July	RYE Winnipeg May	RYE Winnipeg July	RYE Minneapolis May	RYE Minneapolis July	OATS Chicago May	OATS Chicago July	OATS Minneapolis May	OATS Minneapolis July
May 15	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
May 16	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
May 17	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
May 18	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
May 19	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
May 20	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

East

Buffalo: Flour buyers are showing caution about making any long-term purchases as all of them are looking for lower price levels. Buffalo bakeries and wholesale houses continue to operate on a hand-to-mouth basis. Local mills, on the other hand, see even higher flour costs because of the anticipated sharp decline in feed values.

Quotations, May 20, f.o.b. Buffalo: Spring family $7.45@7.55, high gluten $6.15@6.20, standard $5.85@5.90, first clear $5.20@5.30; hard winter standard $5.90@5.95, first clear $5.60@5.65; soft winter short patent $5.80@5.85, straight $5.60@5.65, first clear $4.70@4.75.

Toledo: Some improvement was noted in the milling situation and flour sales following settlement of the railroad strike. It is believed that the strike served to show the importance of having adequate stocks on hand.

New York: Flour sales were light last week, with practically no business beyond an occasional car for nearby shipment. The discount for immediate and closeby business kept buyers within these time limits for fill-in lots.

The main share of their requirements had been covered previously. The increase in shipping directions given when the railroad strike was in force, resulting in a larger than usual stock on hand, also disinclined them toward activity. Bakers in all groups continued to report slow business, which discounted in their minds the possible price strengthening factors in the market. The possibilities of reduced crops did not affect their ideas and they anticipated more attractive prices with new wheat. Few offerings of new crop flour have been made in the market, and there has been no interest in it thus far.

The jobber and medium-to-small baker business was scattered among springs, southwesterns and soft winters. One chain baker purchased routine needs of Kansas and cake flours but there was no feature at all to the market. Prices were 5@10¢ higher.

Quotations May 20: spring high gluten $6.45@6.60, standard patents $6.15@6.30, clears $5.55@5.80; southwestern short patents $6@6.25, standard patents $5.75@5.95; high ratio soft winters $6.50@7.25, straights $5.50@5.75.

Pittsburgh: This district has not emerged from the effects of the railroad strike. Flour shipments are behind schedule, and there is no shortage apparent. But the temper of flour buyers is ruffled. Hand-to-mouth buying was the usual thing last week. Commitments continued to be made for immediate or prompt shipments and 30-day deliveries. Foremost reason for caution is the fact that new crop flour will shortly come on the market. Before any larger commitments are made, buyers wish to scan flour prices on the new crop offerings.

Notwithstanding small orders being placed, mill representatives continue to cover the territory thoroughly and competition for business is keen. Occasional price concessions are reported, but this does not lure buyers to any extent. Family flour sales are a trifle better. Soft winter flour sales remain at a low point. Spring wheat flour leads in sales and hards follow. Clears remain scarce. Mother's Day cakes had splendid sales at large and small bakeries. Directions are fair to good.

Quotations May 20: hard winter bakers standard patent $5.55@5.90, medium patent $5.65@5.95, short patent $5.75@6; spring wheat standard patent $6.10@6.46, medium patent $6.20@6.55, short patent $6.25@6.65, clears $5.35@5.90, high gluten $6.25@6.75; family flour, advertised brands $7.16@7.80, other brands $6.35@7.25; pastry and cake flours $5.45@6.70; Pacific Coast pastry flour $6.21.

Boston: Flour prices in the Boston market were moderately easier last week, with most changes amounting to a slight narrowing of price ranges and weakness on the outside quotation. Springs were 5@10¢ lower. Hard wheat flours dipped 10¢ on the outside market price. Soft wheat flours were unchanged to 10¢ lower.

Dealers reported that buying activity continued light. There was a slight stirring of inquiries during the railroad strike, but the interest was apparently short-lived. Shipping directions took a sharp drop, indicating that the general trade is resisting prices and will enter the market only for supplies to maintain operations at a safe level. There were reports of mills offering price concessions, and this was said to have stimulated buyers to refuse to contract for supplies beyond immediate needs.

The smaller bakers reported that business continued very poor, a situation which has extended inventories far beyond normal requirements. The approach of the summer season in which activity is traditionally quiet has created sharp retrenchment policies by many operators in this category.

Quotations May 20: spring short patents $6.27@6.37, standards $6.02@6.17, high gluten $6.37@6.47, first clears $5.52@5.67; hard winter short patents $6.02@6.22, standards $5.77@5.87; Pacific soft wheat flour $6.22@6.47; eastern soft winter straights $5.52@5.72; high ratio $6.52@7.27; family $7.64@7.67.

South

New Orleans: A further decrease in the volume of flour sales was evident last week, with extreme quietness prevailing in the trade. Inquiries were somewhat heavier for new crop flour prices, but when quotations were slightly higher than the previous week's purchase prices for prompt and May shipment, interest definitely slacked off. Buyers apparently were willing to purchase for June delivery but were unwilling to pay more than May prices, particularly on hard winters. Sales of northern spring wheat flours showed a slight increase, with business being worked in some cases through June. Bakers and jobbers were most active in the market.

The easier prices on soft winters failed to increase sales to either cracker or cookie bakers, and bookings were for limited amounts and prompt to 30-day shipment, with the central states type in best demand. Cake flour sales have shown no perceptible pick-up and bakers returned to normal production after the heavy weekend sales.

Shipping directions declined again after the settlement of the railroad strike and stocks on hand are still fairly heavy. Export flour business showed no improvement, with only small amounts being worked to Europe and Latin American countries. Jamaica is again in the market for second clears for June shipment from Gulf.

Quotations May 20, carlots, packed in 100-lb. multiwall paper bags: hard winter bakery short patent $5.50@5.65, standard $5.30@5.45, first clear $4.45@4.65; spring bakery short patent $6@6.20, standard $5.80@5.90,

first clear $5.25@5.55, high gluten $6.10@6.25; soft wheat short patent $5.50@5.80, straight $5@5.25, first clear $4.15@4.45, high ratio cake $5.80@6.15; Pacific Coast cake $6.60@6.75, pastry $5.95@6.10, all rail basis; shipments by barge from Minneapolis approximately 20¢ sack less.

Pacific Coast

Seattle: Domestic flour bookings continue on a nearby basis, and they are scarce as no one wants to have much on hand. Pacific Northwest mills still find it impossible to compete in export trade. Thus operations are very limited.

Prices on most types of flour were unchanged with the exception of bluestem and bakery, which dropped 8¢ and 6¢, respectively. Quotations May 20: family patent $7.20, bluestem $6.13, bakery $6.19, pastry $5.86.

Portland: There was one fair-sized lot of flour worked to the Philippines last week, but Canadian mills again received the bulk of the business. Shipment was called for immediately, and the flour moved out of Puget Sound mills. Otherwise, export bookings were light. Some occasional Hong Kong bookings were reported, but here too other countries are getting the large share of the business. Of course, the large market for Pacific Northwest mills is in North China, and that seems as far away as ever.

Domestic flour business is still very spotty. Eastern business is lacking due to high freight rates to get into that market, while California selling is highly competitive with Intermountain mills.

Quotations May 20: high gluten $6.24, all Montana $6.18, fancy hard wheat clears $6, bluestem bakers $6.05, cake $6.85, pastry $6, whole wheat 100% $5.65, graham $5.50, cracked wheat $5.50.

Canada

Toronto-Montreal: Mills in eastern Canada are stretching out what business they have in order to keep running. The unusual demand for millfeeds, with subsequent high prices, is subsidizing flour, and, in many cases, flour is reported being sold below margin as a result. Little new export business is reported, while the domestic market continues unsettled because of keen competition. Quotations May 20: top patent springs for use in Canada $11.15 bbl., seconds $10.65, bakers $10.55, all less cash discounts, 98's cottons, mixed cars with 10¢ added for cartage where used. For export to U.K., government regulation flour $13.85 to end of July, Montreal.

Winter wheat flour is moving in small amounts. No large bookings are reported. Quotations May 20: $10.50@11.15 bbl., f.o.b. Montreal; export $5.35 per 100-lb. export cottons, f.a.s. Montreal.

Winter wheat stocks on farms are low, with the remainder being kept for feed. Little is moving. Quotations May 20: $2.18@2.25 bu., f.o.b. shipping point.

Winnipeg: International Wheat Agreement countries took the bulk of the 136,200 bbl. flour reported worked for export last week, with eight destinations reported taking 98,000 bbl. Countries included the Philippines, Trinidad, Cuba, St. Kitts, St. Lucia, Costa Rica, Belgian Congo and Panama. The remaining 38,200 bbl. were worked to Class 2 countries including Jamaica, Hong Kong, Japan and Ecuador. Mills are operating just over 50% of capacity, and supplies are sufficient to take care of all buying orders. Quotations May 20: top patent springs for delivery between Fort William and the British Columbia boundary $11.20@11.40, cottons; second patents $10.70@10.90, second patents to bakers $10.20@10.40.

Vancouver: Export demand continues fairly spotty, and business is largely confined to small lots for prompt shipment. The past week witnessed the clearance of some 3,000 tons of Canadian flour for Manila, but the situation as regards future business in the Philippine Islands still remains to be clarified.

The question of the necessary dollar credits is the main factor in limiting Canadian flour shipments across the Pacific to Central and South America. Hong Kong buyers have been out of this market for some weeks now and apparently are getting supplies from Australia on a sterling exchange basis.

The Nationalist Government on Formosa is still inquiring for flour but apparently lacks the necessary funds. No new orders have come in from Ceylon for some time, although there are prospects that further business may be done. Canadian exporters are watching developments in the Malaya area very closely in view of the reported withdrawal of the government there from the flour trade. Singapore could be a very important outlet for Canadian flour, which, reportedly has preference over the Australian product, but here again dollars are in very short supply.

Domestic business holds steady and unchanged. Quotations: hard wheat grinds, first patents in 98's cottons $11.20; bakers patents $9.85 in paper bags and $10.25 in cottons; western cake and pastry flour to the trade $11.20@11.65.

Millfeed

Minneapolis: Millfeed values rebounded slightly early this week after a series of sharp declines last week. Quotations, however, are much lower for the week. Bran declined $7.50, while heavier types dropped $3@4 ton. Quotations May 22: bran $52, standard midds. $60.50, flour midds. $62.50.

Duluth: Demand is fair to good, the trend is lower and supplies are adequate. Quotations: pure bran $54.50, standard bran $53.50, standard midds. $61.50, flour midds. $64, mixed feeds $63.50, red dog $65.50.

Kansas City: Demand for bran has improved over the weekend. The offerings are reduced and the market is slightly stronger. Shorts, however, continue weak. Quotations May 22: bran $47.50@48, shorts $54@54.50.

Hutchinson: Millfeed demand vanished in the face of a declining market. Jobbers and mixed car buyers who a few days earlier had clamored for supplies, lost all interest. Prices plummeted $10 ton or more and showed signs of further weakening. Quotations, Kansas City basis: bran $47.50@48, gray shorts $57@58.

Wichita: Millfeed demand was fair last week, with offerings adequate. Quotations, basis Kansas City, May 20: bran $47.50@48.50, shorts $56.50@58.50. Bran declined $10 ton and shorts $9@11 ton, compared with the preceding week.

Fort Worth: Quotations May 20: bran $54@55, gray shorts $62@65, delivered Texas common points; about $10 lower on bran and $10@12 lower on shorts, compared with the previous week. Demand was rather indifferent, even at the extreme decline.

Salina: Demand recently has been slow with bran $7.50 ton lower and shorts $7 ton lower. Supplies are adequate. Quotations, basis Kansas City: bran $50@50.50, gray shorts $60.50@61.

Oklahoma City: Sharp declines brought down prices on bran $9 and shorts $9.50. Quotations, straight cars: bran $50.50@51.50, mill run $55.20@56.20, shorts $60@61; mixed or pool cars $1 higher on all classes.

Chicago: Bran $52@52.50, standard midds. $62@63.50, red dog $63.50@67.50; demand fair, supplies ample.

St. Louis: Markets were erratic last week, with buying on a hand-to-mouth basis. Settlement of the railroad strike released goods in transit to buyers and, likewise, had the effect of mills being able to run on better time and offer more freely. Bran $54.50, shorts $64.50, St. Louis.

Toledo: Weakness developed in millfeed last week, and prices dropped sharply. Quotations went as low as $51 for bran and $55 for midds., sacked, f.o.b. mill.

Buffalo: Buffalo mills last week

The Stock Market Picture

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange and the New York Curb Market:

	High 1950	Low 1950	Close May 13, 1950	Close May 20, 1950
Allied Mills, Inc.	39⅝	27¼	38¼	38⅝
Allis-Chalmers	35⅝	31⅝	34⅝	34½
Allis-Chalmers, $3.25 Pfd.	91	80⅝	87½	87⅝
American Cyanamid	74⅝	60	69⅝	70⅝
American Cyanamid, Pfd.	113	113⅝	103¾	103
Archer-Daniels-Midland Co.	41¾	34⅝	38⅝	37⅝
Borden	53⅝	46¼	51½	50⅝
Burry Biscuit Corp.	5¼	3⅝	4⅝	4⅝
Continental Baking Co.	19⅝	14⅝	16¼	15⅞
Continental Baking Co., $5.50 Pfd.	100	93½	97	98
Corn Products Refining Co.	73⅝	63½	68⅝	67⅝
Corn Products Refining Co., $7 Pfd.	187½	182½	184¼	185½
Cream of Wheat	30¼	26¼	28¼	28½
Dow Chemical	71	54¼	69⅝	70
Dow Chemical, $4 A Pfd.	120⅝	108	*110	110
Dow Chemical, $3.25 2nd Pfd.	133½	119¼	133¼	134¼
**Flour Mills of America, Inc.	12	10	10	10⅝
General Baking Co.	12	10	10⅛	10⅛
General Baking Co., $8 Pfd.	160	150	150	160
General Foods Corp.	53⅝	47⅝	53¼	53⅝
General Foods Corp., $3.50 Pfd.	103	99¼	100⅝	101¼
General Mills, Inc.	57¼	51⅝	56⅝	56⅝
General Mills, Inc., 3⅜% Pfd.	113	108	110⅝	110⅝
General Mills, Inc., 5% Pfd.	129⅝	126	127¼	127¼
Great A. & P. Tea Co.	146⅝	139¼	143	141
Great A. & P. Tea Co., $5 Pfd.	137	130	133	130⅝
Hathaway Bakeries, Inc., "A"	11⅝	10	10	10
Horn & Hardart Corp. of New York	34	32½	33⅝	33
Horn & Hardart Corp. of New York, $5 Pfd.	111½	108½		108½
Merck & Co.	55¼	50⅝	55½	51½
Merck & Co., $3.50 Pfd.	99	98	99½	*99½
Merck & Co., $4 Pfd.	130	127	130¼	131½
National Biscuit Co.	39⅝	35½	38¼	38⅝
National Biscuit Co., $7 Pfd.	186	181½	185	185½
Novadel-Agene	18½	13	13¼	13⅝
Pillsbury Mills, Inc.	34½	30¼	33½	33⅞
Pillsbury Mills, Inc., $4 Pfd.	105½	103	104¼	104
Procter & Gamble	67½	58	65¼	64¼
Purity Bakeries Corp.	34⅝	30	31	30½
Quaker Oats Co.	100¼	90	103	103½
Quaker Oats, $6 Pfd.	150	144	157½	156¼
Ralston Purina Co., $3.75 Pfd.	103½	100	102⅝	103
St. Regis Paper Co.	9⅝	7⅝	8⅝	9⅝
St. Regis Paper Co., $4.40 Pfd.	93	85	*92¼	90
Standard Brands, Inc.	24⅝	20½	23½	23⅝
Standard Brands, Inc., $4.50 Pfd.	93½	90⅝	93¼	93
‡Sterling Drug	39⅝	30⅝	38	38
‡Sterling Drug, $3.50 Pfd.	100	96	98	98¼
Sunshine Biscuits, Inc.	63⅝	55	58⅝	58⅝
United Biscuit of America	33	30	30¼	30¼
United Biscuit of America, $4.50 Pfd.	110	106½	*107⅝	*107⅝
Victor Chemical Works	32⅝	24¼	30¼	31⅝
Victor Chemical Works, $3.50 Pfd.	101	96⅝	99⅝	99⅝
Wagner Baking Co.	8¼	7	7	7⅛
Ward Baking Co., Warrants	6⅛	4⅛	6⅝	6⅝
Ward Baking Co.	18⅝	13⅝	15⅝	16⅛
Ward Baking Co., $5.50 Pfd.	104	97	104	105½

	Bid	Asked
†Colorado Milling & Elevator Co.	12	13½
†Safety Car Heating & Lighting Co., Inc.	15½	16⅝
†Standard Milling Co.	5⅛	6⅛

Closing bid and asked prices on stocks not traded May 20:

	Bid	Asked
Horn & Hardart Corp. of New York, $5 Pfd.	105	107
Omar, Inc.	16⅝	18
Wagner Baking Co., Pfd.	110	112

*Previous close. **Midwest stock market. †Over counter. ‡Subsidiary Sterwin Chemicals, Inc.

Canadian Stocks

	High 1950	Low 1950	Close May 5, 1950	Close May 13, 1950
Canada Bread, Pfd. B	43½	40	41	40
Canadian Bakeries	11½	8½	9½	9
Canadian Food Products	6.00	3.00	5.12½	5.12½
Canadian Food Products, A	14	9	12½	12
Canadian Food Products, Pfd.	75½	67	73	75½
Catelli Food	45	30½	41	40
Consolidated Bakeries	9½	8	8⅝	8½
Federal Grain, A	11⅝	9	10⅝	10½
Federal Grain, Pfd.	125	113	121	125
General Bakeries	3.00	2.25	2.85	2.80
Inter-City Bakery	14½	13	13	13
Lake of the Woods	29½	24	24½	24
Lake of the Woods, Pfd.	157	150	155	155
Maple Leaf Milling	10¼	8⅝	9	8½
Ogilvie Flour	23½	19⅝	21	21
Purity Flour	9⅝	6	6½	6⅝
Purity Flour, Pfd.	49⅝	45½	47	47
St. Lawrence Flour	22	14	16⅛	16⅛
United Grain	19½	16	18⅝	18⅝
George Weston	29	20	27	28
George Weston, 4½% Pfd.	102	100	101	100
Woods Manufacturing Co., Pfd.	30	25	30	30

Closing bid and asked prices on stocks not traded:

	Bid	Asked
Canada Bread	2.40	2.50
McCabe Grain, B	7⅛	
Ogilvie Flour, Pfd.		167
Reliance Grain	9⅛	
St. Lawrence Flour		142
Toronto Elevators	9⅝	10

WANT ADS

Advertisements in this department are 10¢ per word; minimum charge, $1. Add 10¢ per insertion for forwarding of replies if keyed to office of publication. (Count six words for signature.) Situation Wanted advertisements will be accepted for 5¢ per word, $1 minimum. Add 10¢ per insertion for keyed replies. Display Want Ads $6 per inch per insertion. All Want Ads cash with order.

HELP WANTED

SHIPPING DEPARTMENT SUPERINtendent for growing flour and feed plant. Requires rail and truck experience. Lindsey Robinson & Co., Inc., Box 111, Roanoke, Va.

MODERN AGGRESSIVE FEED PLANT needs experienced superintendent. Must be interested in quality and efficiency. Lindsey Robinson & Co., Inc., Box 111, Roanoke, Va.

ASSISTANT FOR FLOUR SALES DEPARTment—Established independent mill has opening for young man, preferably with some mill office experience. Applicant must be sales minded, since position affords further training in all angles of the milling business relating to distribution. Employment is under supervision of sales manager and begins with routine sales office work. Progress with this aggressive organization will be based on aptitude and ability to assume responsibility. Include with pertinent facts age and salary expected. Hubbard Milling Co., Mankato, Minn.

SITUATIONS WANTED

GOOD DEPENDABLE MILLER WANTS change. Now on West Coast. Prefer 5-day week. Day work only. Address 816, The Northwestern Miller, Minneapolis 2, Minn.

MAINTENANCE — DIPLOMA MACHINIST, flour and corn mill operator and millwright work seeking employment. Address 816, The Northwestern Miller, Minneapolis 2, Minn.

BUSINESS OPPORTUNITIES

FOR SALE—LARGE PLANT LOCATED IN southeastern Oklahoma, suitable for a complete flour, feed and meal distributing warehouse. Loading dock, adequate private trackage and three warehouses with approximately 16,500 square feet of floor space, and contains an 800-cwt. corn meal plant that can be put into operation with minimum expense. Has 10,000-bu. steel elevator storage, hammermill, chop rolls and mixers, also equipped with two Diesel motors to generate own power. Detached office building. Address 814, The Northwestern Miller, Minneapolis 2, Minn.

MACHINERY WANTED

WANTED TO BUY — RICHA[illegible]SON scales, bag closing machine [illegible] other good mill, feed and elevat[illegible] J. E. Hagan, 1121 E. Hi[illegible] City, Mo.

MILLS FOR SALE

FOR SALE — 500-BBL. FLOUR MILL, complete in first class condition, with new 200 H.P. International Diesel Power Unit. Will sell as unit or by items. For further information contact Samuel Richeson, Potosi, Mo.

MACHINERY FOR SALE

AUTOMATIC SMALL BAG PACKER AND weigher, pneumatic scale, 2 to 7 lb., new, in original crating. Address 111, The Northwestern Miller, 411 Board of Trade Bldg., Kansas City 6, Mo.

CAHOKIA FLOUR CO.
ST. LOUIS, MO.

were reported offering a few track cars daily at $1.50@2 lower than the previous week-end. The end of the railroad strike, which permits a full production schedule, has resulted in an easier demand. Quotations May 20, f.o.b. Buffalo: Bran $65@65.50, standard midds. $70@71, flour midds. $70.50@71.50, red dog $71.50@72.

Pittsburgh: Sales of grains and millfeeds were only fairly good last week. Prices took a sharp downward trend, and the retail and wholesale trades, looking for further price drops bought only limited supplies to cover immediate needs. Offerings are plentiful. Quotations, f.o.b. Pittsburgh points: bran $65@65.10, standard midds. $72@73.10, flour midds. $73@74.10, red dog $74@75.10.

Boston: Prices turned downward last week after nearly two months of rising quotations. Early in the week further gains carried most feeds into new high ground for the year, but at the close net drops predominated. Dealers reported that buying had dwindled greatly with the latest rise. Publicity about high grain prices and declining poultry and egg prices gave impetus to the refusal to enter the feed market. Most buyers were seeking price concessions. Quotations May 20: spring bran $69, middlings $75.50@76, mixed feeds $73.50@74, red dog $78.50@79.

New Orleans: Millfeed prices declined drastically during the past week and the market showed no sign of steadying. Mixers and jobbers are holding off purchasing in hopes of further declines, and mill offerings are none too free, anticipating a reactionary rise in prices from the too rapid decrease. All buying is for immediate shipment. Bran $57.50@58.50, shorts $67@68.

Seattle: The millfeed market remained strong last week. Supplies were very limited and demand for immediate shipment was enough to take up anything offered. No change is expected in the near future because of limited flour contracts that hold the mills down to minimum production. Sales were made for immediate and May shipments at $63 ton, delivered common transit points with June offerings at $61. Most buyers are reluctant to go ahead on these prices and find that delayed shipments on contracts they now hold will carry them well into June. Quotations: millrun, May $62, June $61; standard midds. $67, light offerings.

Portland: Mill run, spot $61@62, June $55, middlings $65.

Ogden: Millfeed prices mounted $2 last week, with millfeed scarce and demand far exceeding supply. Mills continue to operate to capacity six days a week and are booked into June. West Coast demand is steady. Quotations: red bran and mill run $59, middlings $62; to Denver: red bran and mill run $66, middlings $69; to California: red bran and mill run $66.50, middlings $69.50, f.o.b. San Francisco and Los Angeles.

FLOUR EXPORT

We solicit quotations on all types of winter wheat flour, from first class millers open for export business. Terms: Confirmed letter of credit.

CHARLES OSBORNE & CO.
50 Broad St. New York 4, N. Y.

Toronto-Montreal: Supplies are inadequate to meet unusually heavy demand. Quotations May 20: bran $69, shorts $70, middlings $72, net cash terms, bags included, mixed or straight cars, Toronto-Montreal.

Vancouver: Domestic demand, which ordinarily increases at this time of the year in this territory, shows little signs of improvement. Dealers expressed the opinion that the current high prices are not so much a deterring factor as the poultry industry's substantially reduced flocks. Cattlemen have most of their stock out in pasture now. The heavy inroads made recently into British Columbia poultry flocks by Newcastle disease, now have been reported in the turkey population. While millfeed prices here have been generally unchanged, some prairie mills are indicating higher levels. Cash car quotations: bran $62@65, shorts $65@68, middlings $65@68.

Winnipeg: There is an excellent demand for all types of millfeed and most supplies from western mills are going to eastern Canada. Sales in the western provinces are unimportant. Quotations: Manitoba, Saskatchewan and Alberta bran $51, shorts $54; small lots ex-country elevators and warehouses $3 extra.

Rye

Buffalo: Rye flour prices are holding to high levels and the local demand remains slow. The mill output is adequate to cover all needs. Quotations, May 20, f.o.b. Buffalo: White $5@5.05, dark $4.25@4.30, medium $4.80@4.85.

New York: Rye flour sales were light last week, and the market was without feature. Pure white patents May 20: $4.70@4.75.

Minneapolis: Limited buying continued, although prices were down as much as 15¢ sack. Quotations, May 22: pure white rye $4.10@4.30, medium rye $3.90@4.10, dark rye $3.40@3.65.

Chicago: There was no improvement in the rye market last week as activity was nil. Sales were confined to scattered small lots for fill-in purposes. Directions were fair. White patent rye $4.25@4.50, medium $4@4.30, dark $3.30@3.60.

St. Louis: New sales and shipping directions continue fair. Pure white $4.90, medium $4.70, dark $4.15, rye meal $4.40.

Portland: White rye $5.70, pure dark $4.70.

Pittsburgh: Inquiry and sales of rye flour were reduced to a minimum last week. Bakers and jobbers are working off all stocks previously acquired and are also waiting for a downward price trend in all grades. Quotations, f.o.b. Pittsburgh points: pure white No. 1 $4.70@4.75, medium $4.45@4.55, dark $4@4.05, blended $5.75@5.80, rye meal $4.25@4.30.

Oatmeal

Toronto-Montreal: Small amounts are moving in the domestic market. Export demand is poor. Quotations May 20: rolled oats in 80-lb. cottons $5.80, oatmeal in 98-lb. cottons $7, f.o.b. Toronto or Montreal.

Winnipeg: Domestic demand for rolled oats and oatmeal is fairly good, with only small amounts reported worked for export. Quotations May 20: rolled oats in 80-lb. sacks $4.85@4.95 in the three prairie provinces; oatmeal in 98-lb. sacks $5.85@5.95.

Minneapolis: Bulk rolled oats were quoted at $5.83 May 22; 20-oz. packages $3.10, 48-oz. packages $3.35.

DEATHS

Charles W. Holloway, 78, New Carlisle, Ind., died May 14. Mr. Holloway was a prominent figure in the baking industry, having been general sales manager of the Schulze Baking Co. plants in Chicago and other Middle West cities from 1910-1916. He also served as general sales manager of the General Baking Co., New York, for a few years thereafter. In the late 20's, he was associated with Purity Bakeries, Inc., and was general manager of the firm's St. Louis plant. Of late years, he has lived in retirement at New Carlisle. He is survived by one daughter, **Mrs. Helene Beitner**, New York, and two sons, **Charles C.**, Chicago, and **Jack**, North Liberty, Ind.

James N. Mann, 72, founder of the Mann Bakery, Amarillo, Texas, died at his home May 16 after a long illness which held him bedfast for the past 16 months. Mr. Mann started his first bakery in Memphis, Texas, in 1908, operating it for 12 years. He moved to Amarillo in 1926 to found the Mann Bakery. The business grew under his supervision and increased its delivery routes from two within the city to 28 serving the entire Texas panhandle area. It is now getting ready to move into spacious new quarters at 1104 North Fillmore. Management of the bakery was taken over by Mr. Mann's two children, **Neal Mann** and **Miss Jamie Mann**, in 1941 when their father retired.

Peter A. Murphy, an independent pit broker on the Kansas City Board of Trade, collapsed and died of a heart attack on the trading floor at the close of the session May 19. He was to have been 70 years of age this month. He had been a member of the Kansas City Board of Trade 39 years, and prior to that time was a member of the Chicago Board of Trade. He was well known in the grain trade particularly because of his specialized business in the pit. He is survived by his widow, **Mrs. Jane Murphy**.

Charles L. Wirth, 51, president of the Red Star Yeast & Products Co., Milwaukee, since 1937, died following a heart attack May 21. Details on page 16.

—BREAD IS THE STAFF OF LIFE—

FMA TO ISSUE 25c CASH AND $1 STOCK DIVIDENDS

KANSAS CITY—Directors of Flour Mills of America, Inc., have voted a stock dividend of $1 a share payable in $20 par value 5% preferred and a cash dividend of 25¢ share. Henry H. Cate, president, announces.

The stock dividend, subject to approval of the stockholders of the issuance of such stock, will be paid July 15 to stock of record June 15. The cash dividend is payable June 15 to stock of record June 1.

The preferred stock to be issued as a dividend will be subordinate to the present issue of 46,055 shares of preferred.

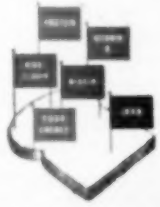
—BREAD IS THE STAFF OF LIFE—

TELEPHONE NUMBER CHANGED

KANSAS CITY — The telephone number of the Ismert-Hincke Milling Co., Kansas City, will be changed to LOgan 7880, effective May 24. The old number was LO 3477. L. D. numbers of 27 and 243 remain unchanged.

If it's I-H milled - it's "good" Flour!

MILLS AT TOPEKA, KANSAS—7,500 Cwts. Daily Capacity • Mill and Terminal Grain Storage 1,500,000 Bus.



Advertising Boosts Sales

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IT'S good business for a baker to insure his bread quality with I-H flours. For that is just what I-H quality provides . . . a reliable insurance against day to day quality variations in the baker's loaf. I-H flours are milled with the greatest care and skill and always with the determination to hold to the highest standards for bakery flours.

THE ISMERT-HINCKE MILLING COMPANY
KANSAS CITY, MO.

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Better Bags Are Made and Mente Makes Them!

MENTE & CO., INC.
ISAAC T. RHEA, PRES.
SAVANNAH • NEW ORLEANS • HOUSTON

Far East Grain Mission Surveys Market for Flour in Thailand

RICE has been the traditional staple cereal of all the Oriental peoples in Thailand for generations, and because of its plentiful supply, other cereals have had only a very limited acceptance. In the larger cities acquaintance with Occidental foods and customs has resulted in the development of a modest wheat flour requirement. Since this market has been wholly the result of contact with European customs and has developed in the presence of an adequate traditional food supply, its implications are more valuable than the tonnage would otherwise indicate.

Thailand with an area of 200,000 square miles is somewhat smaller than the state of Texas. While its population of about 18,000,000 is approximately 2½ times that of Texas, Thailand is not to be considered a densely populated area by Asian standards of reference. Less than 10% of the total area is under crop cultivation, and of this area more than 90% is devoted to rice production. Approximately 70% of the total area is forest and timber, which make an important contribution to the economy of the country.

EDITOR'S NOTE: The accompanying article is a preliminary report on the market for wheat flour in Thailand prepared by the Far East Grain Mission and made available to the Office of Foreign Agricultural Relations, U.S. Department of Agriculture.

Although tin, rubber, timber and other natural resources are important in the economy of Thailand, the predominating source of her national wealth is agricultural production, more specifically the production and export of rice. The position of Thailand with respect to rice is analogous to that of the U.S. and wheat. In both instances, acreage and average production per acre are sufficient to insure an adequate domestic supply with a large tonnage available for export.

In the U.S. we have expanded our acreage which, with varietal selection and improved agronomic practices, has resulted in large increases in the quantity of wheat and other grains available for export, it is reported.

Export Tonnage Down

In Thailand, while the production of rice has increased since the war to somewhat above prewar levels, the tonnage exported is less than 80% of the 1936-40 average. The decrease in exports results from the greater food requirements of an increasing population without a compensating increase in acreage.

The government controls the export of rice, and because of the shortage of rice in recent years has been in a position to set the selling price. The government derives an important part of its income from an export duty on rice of about U.S. $36 per short ton.

The climate and topography lead naturally to rice culture, with the result that in any projected increase

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THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 1,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.
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Domestic and Export Millers
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PRESTON-SHAFFER MILLING CO.
MERCHANT MILLERS
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SOFT WHITE WINTER WHEAT FLOUR A SPECIALTY
Also Choice Blue-Stem and Hard Spring Patents
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MONTANA SPRING WHEAT PATENT FLOUR
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FINEST SOFT WINTER WHEAT PATENT FLOUR
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THE HIGGINSVILLE FLOUR MILL
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DIXIE-PORTLAND FLOUR MILLS
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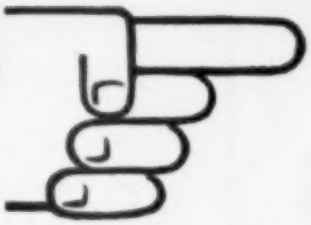
Capacity 14,000 Sacks Daily
SOUTHERN OFFICES: Memphis, Tennessee
One Ideal source of supply for all your flour needs
FAMILY • BAKERS • CRACKERS • CAKE

FOR SMOOTHER BREAD BAKING



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of agricultural production, increased acreage and yield per acre of rice are dominant considerations. In view of the current rice shortage in the world, and with rice production and consequent export from Burma and Indochina limited by internal political and ideological conflicts, Thailand anticipates good (profitable) markets for her rice exports for several years.

Farm Expansion Sought

While the average population density, in relation to arable land, is not immediately critical, the population increase indicates the need for expansion of agricultural production. In this agricultural expansion program the expected emphasis on all aspects of rice culture is noted, but in addition, possible diversification in foods for domestic consumption and agricultural products for export is receiving serious consideration.

The dietary traditions of the people are both a result of the prevailing agriculture and a stimulus to expansion of agriculture along the same traditional lines. The native Thai have a diet of rice, fish, fruits and vegetables. The eating of meat is contrary to the tenets of Buddhism, the more important of the religions.

Wheat Market Undeveloped

The sufficiency of rice and relatively low income of the farm population have operated against the development of a large wheat flour market. The imports of wheat flour were variously reported from 2,000 to 16,000 metric tons per year. While customs records support the lower figure, the then current import duty of one ticul per kilogram (U.S. $1.90–$1.95 cwt.) would encourage the diversion of flour around customs, resulting in an actually greater import than the official figures.

Some of the flour importers estimated that there were between 30 and 40 bakeries in Bangkok, and that a bakery using 15 cwt. flour per week would be classed as a "large" bakery. Bakeries were exclusively operated by Chinese, and baked goods were available in good variety and of generally good quality.

The discrepancy between the flour imports and the amount of flour a Chinese population of 1,000,000 might be expected to consume (based on Hong Kong and Singapore) apparently results from the fact that broken rice is a primary raw material for the manufacture of noodles and certain cooky and biscuit products. Another type of noodle is made from mung beans.

The opinion was generally expressed in official circles that the Siamese people did not care for wheat products. The appearance of bread, rolls and doughnuts in stores in Siamese, as contrasted to Chinese, neighborhoods, as well as a "floating coffee shop on the river displaying rolls and doughnuts, would seem to indicate, however, that where purchasing power permits the Siamese will enjoy such products.

American flour was not competitive in price. Quotations by importers to jobbers without including a duty of $1.93 cwt., figured $5.82 cwt. for Australian 50% ash flour, and $7.15 cwt. for 45% ash 14.0% protein Canadian top patent flour. Imports of flour were approximately two thirds Australian and one third Canadian, the latter being very highly regarded, particularly by those bakers who made yeast-raised doughnuts. Very little American flour was imported, a reflection of price considerations and a possibly dependent adverse reaction with respect to flour quality.

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ANALYSES

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3 BAKER FLOURS

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THE WEBER FLOUR MILLS CO.
SALINA, KANSAS

A PROGRESSIVE ORGANIZATION ready to serve your every need in grain—wheat, corn and other coarse grains. We operate elevator facilities serving all of the vast area from Nebraska and Iowa south to the Gulf. We are closely in touch with markets everywhere at all times. And we conduct our business on the principle that *extra* effort and *extra* service are priceless ingredients of every transaction.

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CONVENTION CALENDAR

May 25-26—National Soft Wheat Millers Assn.; Hotel Roanoke, Roanoke, Va.; sec.-vice pres., Paul M. Marshall, 309 W. Jackson Blvd., Chicago 6.

May 26 — Pacific Northwest Crop Improvement Assn.; Marcus Whitman Hotel, Walla Walla, Wash.; sec., Robert O. Fletcher, Room 305, Denny Bldg., 2nd & Alder St., Walla Walla.

May 31.—Oklahoma Millers Assn.; Oklahoma Club, Oklahoma City; sec., Paul T. Jackson, 712 Tradesmens National Bank Bldg., Oklahoma City 2.

June 4-6 — Pennsylvania Bakers Assn., Galen Hall, Wernersville, Pa.; sec., Theo. Staab, 5700 N. Broad St., Philadelphia.

June 4-6 — Rocky Mountain Bakers Assn., Albany Hotel, Denver, Colo.; sec., T. W. Kunde, P. O. Box 5326 TA, Denver 17.

June 4-8—National Association of Retail Grocers; Navy Pier, Chicago; sec.-manager, R. M. Kiefer, 360 N. Michigan Ave., Chicago 1.

June 5-6—Ohio Mill, Grain & Feed Dealers Assn., Deshler Wallick Hotel, Columbus; sec., C. V. Thomas, 44 E. Broad St., Columbus.

June 10-12—Bakers Association of the Carolinas, Ocean-Forest Hotel, Myrtle, S.C.; sec., Louise Skillman, Charlotte, N.C.

June 11-13—Indiana Grain & Feed Dealers Assn., Inc., French Lick Springs Hotel, French Lick, Ind.; sec., Fred K. Sale, 600 Board of Trade Bldg., Indianapolis 4.

June 12-14—Associated Retail Bakers of America, Hotel Wilton, Long Beach, Calif.; exec. sec., Walter M. Jennings, 735 W. Sheridan Rd., Chicago 13.

June 16—Pacific Northwest Grain Dealers Assn., Multnomah Hotel, Portland, Ore.; sec., Pete Stallcop, 647 Peyton Bldg., Spokane 8, Wash.

June 17—Kansas Wheat Improvement Assn. Field Day; Paul Uhlmann Farm, near Kansas City.

June 24-25—Montana Master Bakers Assn.; Rainbow Hotel, Great Falls, Mont.; sec., O. P. Preble, Ideal Bakery, 129 S. Main St., Livingston.

June 25-28—Potomac States Bakers Assn., Cavalier Hotel, Virginia Beach, Va.; sec., Emmet Gary, 16 McClellan Place, Baltimore.

June 29-July 1—Grocery Manufacturers of America, Inc.; The Greenbrier, West Sulphur Springs, W. Va.; sec., Talbot O. Freeman, 205 E. 42nd St., New York 17.

Aug. 13-15—West Virginia Bakers Assn.; White Sulphur Springs, West Va.; sec., P. G. Sayre, 123 13th St., Parkersburg.

Aug. 28-30 — American Soybean Assn.; Hotel Leland, Springfield, Ill.; sec.-treas., George M. Strayer, Hudson, Iowa.

Sept. 15-16—Virginia Bakers Council; Natural Bridge Hotel, Natural Bridge, Va.; exec.-sec., Harold K. Wilder, 812 Life Insurance Co. of Virginia Bldg., Richmond, Va.

Sept. 17-19—Southern Bakers Assn., retail and wholesale exposition; Atlanta Municipal Auditorium, Atlanta; sec., E. P. Cline, 703 Henry Grady Bldg., Atlanta 3.

Sept. 24-25—Grain and Feed Dealers National Assn. and Missouri Grain, Feed & Millers Assn., joint convention, Kansas City (Mo.) Municipal Auditorium; headquarters, Grain & Feed Dealers National Assn., Hotel Muehlebach; sec., Don F. Clark, 100 Merchants Exchange Bldg., St. Louis 2; headquarters, Missouri Grain, Feed & Millers Assn., Hotel President; sec., D. A. Meimersbagen, Higginsville, Mo.

Oct. 6-7—Pennsylvania Millers & Feed Dealers Assn., and Nutrition conference at Pennsylvania State College; Hotel Brunswick, Lancaster, Pa.; sec., Jess P. Humpton, 28 E. Orange St., Lancaster.

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GRIST OF GRINS

The tenderfoot thought he could ride, so he mounted the pony. A moment later he painfully picked himself out of the dust in one corner of the corral.

"Man, oh, man," he said, "but she bucked something fierce."

"Bucked!" said a nearby cowboy. "She only coughed."

◆ ◆ ◆

Panhandler: "Can you spare a few cents for a cup of coffee?"

Leading Citizen: "Why don't you do something useful for a living? You need brains more than money."

Panhandler: "Well, sir, I asked you for what I thought you had the most of."

◆ ◆ ◆

Foreman (to small son of workman who had met with an accident): "When will your daddy be ready to work again?"

Boy: "Can't say for certain, but it will be a long time."

Foreman: "What makes you think that?"

Boy: "Compensation's set in!"

◆ ◆ ◆

Dad: "You mustn't pull the cat's tail."

Sonny: "I'm only holding it. The cat is pulling."

◆ ◆ ◆

A fresh graduate from a law school, on the staff of a big New York firm, was sent to a city some distance away to defend a notorious gangster.

After several days had elapsed, the budding barrister won his case and triumphantly wired his home office: "Justice has triumphed."

The senior partner, who knew the gangster's reputation, wired back: "Appeal at once."

◆ ◆ ◆

A farmer and his wife had fattened a pig for some special occasion. One day the wife said:

"John, tomorrow will be our silver wedding anniversary. Let's kill the pig."

But he retorted:

"Why kill an innocent pig for what happened 25 years ago?"

◆ ◆ ◆

"Here a letter from your wife saying you are the father of a 10-lb. boy."

"Does she say anything else?"

"Well, she signs it 'yours truly.'"

◆ ◆ ◆

The judge looked down disgustedly at the drunken bum who had been dragged before him. "Roger Williams, you have been charged with habitual drunkenness. What excuse have you to offer?"

The drunk looked up pleadingly, "Habitual thirst, your honor."

◆ ◆ ◆

A naughty little girl was put in a clothes closet for punishment. For 15 long minutes there wasn't a sound. Finally the stern, but anxious, mother opened the door and peered inside.

"What are you doing in there?" she asked.

From the darkness came the emphatic answer, "I'm thpittin' on your new hat, I'm thpittin' on your new dreth, I'm thpittin' on your new thatin' thlippers and—and." There was a breathless pause.

"And what!" cried the mother.

Came the voice of vengeance, "Now I'm waitin' for more thpit!"

◆ ◆ ◆

The bachelor roomer called on his girl every night. Finally, the landlady asked him why he didn't marry her. He'd evidently given it a lot of thought, because he replied, "Why, if I married her, where'd I go every night? I'd be stuck at home."

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INDEX OF ADVERTISERS

Acme Flour Mills Co. 1
Acme-Evans Co. 64
Acme Flour Mills Co. 22
Alles, James & Co. (Belfast) Ltd. 42
Ames Milling Division 64
Amendt Milling Co. 40
American Flours, Inc. 51
Anne Harris Nevills Co. 42
Arthur Daniels Midland Co.
Arnold Milling Co. 31
Ashbrook Milling Co. 31

Ewner, A. E., Engineering Co. 32
Bay State Milling Co. 27
Beans Bros. Bag Co. 4
Bennett, A. G., Co.
Bjornstad, Andrew P.
Blair Milling Co. 21
Blake, J. H.
Blodgett, Frank H., Inc. 3
Bolz & Schlichtmann
Bowersock Mills & Power Co. 21
Bray & Sturgess
Brookshire Co., Inc.
Bunker Mill & Elevator Co. 44
Buhler & Hochfeld 47

Cameron, John F., & Co.
Canadian Bag Co., Ltd. 29
Canadian Mill & Elevator Co.
Cargill, Incorporated 7
Carr, F. E., & Carr, Pedro, Jr.
Carson, Robert, & Co., Ltd. 47
Centennial Flouring Mills Co. 22
Comer, "Corsair"
Charlick, Wm., Ltd.
Chase Bag Co. 46
Chatfield & Woods Sack Co. 21
Chicago, Rock Island & Pacific R. R.
Chickasha Milling Co. 27
Clarke & Son 45
City Natl. Bank & Trust Co. 16
Clinkscales & Cooper, Ltd. 20
Colon, Felix 47
Common, David, Inc. 46
Colorado Milling & Elevator Co. 35
Commander-Larabee Milling Co. 8
Consolidated Flour Mills Co. 26
Continental Grain Co. 12
Coventry, Sheppard & Co. 47
Crawford & Law 47
Cream of Wheat Corp. 27
Davis Mills, The 27
Crookston Milling Co. 23

Davis-Noland Martin Grain Co. 22
De Bree, W., & Co. 47
De Loach, Andrew
De Stefano, Ulysses
Dewhirst & Hobart Co.
Dixie-Portland Flour Co. 42
Dobry Flour Mills, Inc. 45
Dunwoodie & Co., Ltd.
Douglas Chemical & Supply Co., Inc. 21
Dwight Universal Milling Co. 44
Dreyer, Wm. C., & Co., Inc.

Eagle Roller Mill Co. 21
Eckhart, H. A., Milling Co. 23
Eichenberger Machine
Enns Milling Co. 44
Evans Milling Co. 44
Eastbrook Flour Mills, Inc. 30

Fair Milling Co. 17
Farquhar Inc. 47
Fesel, C. E., & Co. 47
Fessler, Spencer & Co. 47
Fisher-Fallgatter Milling Co. 45
Fisher Flouring Mills Co. 43
Flourtex & Uniform A/S
Flour Mills of America, Inc. 5
Flynn, John M., Co. 48
Foss, Trade
Forbes Bros. Central Mills Corp. 43
Fort Garry Flour Mills Co., Ltd. 30
Fort Morgan Mills
Fraser, Francis M.
Farmer Bag & Cotton Mills 21

Gallatin Valley Milling Co.
Garland Mills, Inc.
General Mills, Inc. Cover 4
Gillespie Bros., Ltd. 30
Glass Cities Mills 21
Globe Milling Co. 22
Goffe & Carkener, Inc.
Goldschmidt, Carl, Ltd.
Gooch Milling & Elevator Co. 22

Great Star Flour Mills, Ltd. 20
Greenebaum, H. J., & Co. 46
Green's Milling Co.
Grippeling & Terkler 47

Habel, Armbruster & Larson Co. 46
Hamon, J. M. & C. M.
Hammond Bag & Paper Co.
Harris Bros. & Co., Ltd. 47
Harris, Urbain & Co.
Hart-Bartlett-Sturtevant Grain Co., Inc. 43
Holland Engraving Co. 27
Hodson, Calvin, Mills Co.
Hopson Foot & Traffic Express
Hubbard Milling Co. 21
Hunter Milling Co. 23

Igleheart Bros., Inc.
Ingle, J. P., Milling Co. 43
Inter-Continental Grain Co. 30
Interstate Grain Corporation 41
International Milling Co. Cover 2
Isbell-Hinkle Milling Co. 11

Jaeger, Frank, Milling Co.
Jos & Van Walbeck
Jenkins, W. J., Co. 27
Jewell, L. B., & Son
Johansen, Anth., & Co.
Johnson Herbert & Co. 18
Jones-Hettelsater Constructing Co. 43
Joseph, I. S., Co., Inc. 26
Justesen, Brode

Kansas Grain Company 27
Kansas Milling Co. 6
Karwan, Joseph
Kelly Erickson Co. 46
Kelly Flour Co.
Keller, Williams, Milling Co. 28
Kenner, Charles H. 20
Kent, Perry, Bag Co., Inc. 32
Kingston, W. R., & Sons 30
King, H. H., Flour Mills Co. 23
King Midas Flour Mills 48
King Milling Co. 17
Kipp-Kelly, Ltd.
Knighton, Samuel, & Sons, Inc. 48
Knerson, John E., & Co. 46

LaGrange Mills 22
Lake of the Woods Milling Co., Ltd. 1
Lakeside Milling Co., Ltd. 20
Lokan & Co.
Lochridge, Moore & Co. 47
Lyon & Greenleaf Co., Inc. 25
Lyons, J. C., Milling Co. 26

McConnell & Reid, Ltd. 47
McKinnon & McDonald, Ltd.
Mackprang, C. H.
Malson, Otto
Maple Leaf Milling Co., Ltd. 2
Marshall, Peach & Co., Ltd. 47
Marsh & McLennan, Inc.
N. V. "Meelunie," Amsterdam 47
Mennel Milling Co.
Monte & Co., Inc. 42
Merck & Co., Inc.
Mid-Kansas Milling Co.
Mid-West Laboratories Co., Inc. 48
Milling Engineers, Inc. 27
Mill Mutual Fire Prevention Bureau 32
Miner-Hillard Milling Co. 22
Mitchell, E. P., Co.
Montana Flour Mills Co.
Moore-Lowry Flour Mills Co. 31
Morris, Cliff H., & Co.
Morrison Milling Co. 48
Morrison, Wm., & Son, Ltd. 47
Morton Milling Co. 21

National Alf. Deh. & Milling Co. 31
Nebraska Consolidated Mills Co. 22
Neff & Fry Co.
Nelsenius, Peter B., Jr.
Nesli, Robert, Ltd.
New Century Co.
New Era Milling Co. 6
Nickerville Milling Co. 44
Nordhaus, H. V., & Co.
Nordberg & Dalehite
Norris Grain Co. 27
Norton, Willis, Co. 43
Nutrabel-Agene Corp. Cover 3

Ogilvie Flour Mills Co., Ltd. 1
Omich & Co.

Page, Thomas, Milling Co.
Parrish & Heimbecker, Ltd.
Pearlstone, H. S., Co.
Peek Bros.
Penn, William, Flour Co. 46
Pillsbury & Phillips 47
Pillsbury Mills, Inc. 21
Platt, B. C.
Preston-Shaffer Milling Co. 42
Prince, Frank E., Corp. 46

Radenaker, H. J. B. M.
Red Wing Milling Co. 3
Richardson, James, & Sons, Ltd. 29
Robin Hood Flour Mills, Ltd. 28
Robinson Milling Co. 17
Rodney Milling Co. 26
Ross Milling Co. 21
Ruff, A., & Co.
Russell, D. T., & Baird, Ltd. 47
Russell-Miller Milling Co. 26
Russell Milling Co. 21
Rutherford, W. H., & Co.

St. Lawrence Flour Mills Co., Ltd.
St. Louis Malt Corporation 1
Savage Mills
Schaedler, W. H., Company
Schulte, Daniel, & Co. 44
Scott, Mungo, Ltd. 30
Sheridan Flouring Mills, Inc. 32
Sidel Institute of Technology 44
Simonds-Shields-Theis Grain Co. 23
Smith, J. Allan, & Co., Inc. 21
Smith, Sidney, Flour, Feed & Grain, Ltd. 47
Southwestern Laboratories
Spindler, L. G.
Springfield Milling Corp. 49
Standard Milling Co. 49
Stannard, Collins & Co. 47
Stevens Chemicals, Inc.
Stipp & Co., Ltd. 47
Stratton Grain Co.
Stratton-Thos Grain Co. 43
Strong, S. D., Co. 46
Sullivan & Kennedy

Tanner-Evans-Doty Corp.
Tarbet, Andrew, & Co., Ltd. 47
Thomsett & Hirt Co. 21
Tex O-Kan Flour Mills Co. 45
Thomas, Vaughan, & Co., Ltd.
Tidewater Grain Co. 21
Toronto Elevators, Ltd. 29
Tri-State Milling Co.

Uhlmann Grain Co. 8
United Grain Growers, Ltd. 30
Urban, George, Milling Co. 17

Valley Grain Co. 21
Valier & Spies Milling Company
Van Den Bergh, Gebroeders 47
Van Dyke Harrington Co. 46
Verkoelf's Meel-Import 47
Via, F. C., & Co. 47
Vogt Milling Co.
Van M. J., Haarlem, Holland 47
Vroomrik, Gebroeders

Wall-Rogalsky Milling Co. 21
Walnut Creek Milling Co. 28
Wabash Milling Co.
Watson & Philip, Ltd. 47
Watson Higgins Milling Co. 46
Weber Flour Mills Co. 43
Westcentral Cooperative Grain Co. 3
Western Ammonia Co. 29
Western Canada Flour Mills Co., Ltd. 30
Western Milling Co. 42
Western Star Mill Co. 23
White & Co. 46
Whitewater Flour Mills Co. 27
Wichita Flour Mills Co. 44
Williams Bros. Co. 27
Williams, Cohen E. & Sons 46
Wilsenburg, M., Jr.
Wolcott & Lincoln, Inc. 45
Wolf Milling Co. 48

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